

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, JUNE 9, 1909.

No. 10.

## Hay Seed and Automobiles

A prosperous looking farmer, well along in years, went into a Topeka automobile agency recently and asked to be shown "the fastest car in the shop."

He took a spin about the city, wrote out a check for \$4,500, and became the owner of the car.

When questioned about his insistence upon speed, he explained that forty years ago when he had to take his wife to town in an ox-cart his pride was sorely hurt every time a man passed him with a team of horses, and he had made up his mind, then and there, that the day should come when he "would take nobody's dust."

That's the Kansas spirit for you!

Our people want the very best of everything and they have the wherewithal to get it.

I know one automobile agency that has sold more than 700 automobiles this season, and 492 of the 700 went to Kansas farmers.

And the farmers didn't have to slap a mortgage on the homestead, either. They have the ready coin. More money in Kansas banks to-day than ever before.

When they prosper the whole state prospers.

THE TOPEKA DAILY CAPITAL, with a guaranteed circulation in excess of 33,000, gives the business man seeking

Kansas trade state-wide publicity. It goes regularly to every Postoffice in the entire state.

I guarantee that it has a larger local circulation in Topeka, and a larger circulation in the state, than any other Kansas daily.

During the month of May THE CAPITAL carried a total of 364,317 lines of paid advertising—a record that puts it pretty well up in the list of American newspapers.

Another thing worthy of note about the CAPITAL:

Its circulation has increased much more rapidly than its advertising rates.

I am now giving 50% more circulation than when the CAPITAL'S present rates went into effect.

Its space is a "good buy" for any advertiser who can deliver his goods in Kansas.

*Arthur Capper*

Publisher

Topeka, Kan., June 3, 1909.

Marco Morrow, Director of Advertising, Topeka, Kan.; J. C. Feeley, 1306 Flatiron Bldg., New York City; Justin E. Brown, 615 Hartford Bldg., Chicago, Ill.; S. N. Spotts, 401 Century Bldg., Kansas City, Mo.; W. T. Laing, 1012 N. Y. Life Bldg., Omaha, Neb.

## Topeka Daily Capital

# The Evening Telegram

Is far in the lead of all New York City Evening Newspapers in advertising patronage, as the following record of lines published in May, 1909, shows:

|                              |                    |              |
|------------------------------|--------------------|--------------|
| <b>EVENING TELEGRAM,</b>     | <b>471,914</b>     | <b>lines</b> |
| <b>Nearest Evening Paper</b> | <b>415,463</b>     | <b>"</b>     |
| <b>Third in rank</b>         | <b>- - 407,679</b> | <b>"</b>     |
| <b>Fourth in rank</b>        | <b>- - 303,506</b> | <b>"</b>     |
| <b>Fifth in rank</b>         | <b>- - 300,036</b> | <b>"</b>     |
| <b>Sixth in rank</b>         | <b>- - 234,277</b> | <b>"</b>     |
| <b>Seventh in rank</b>       | <b>- - 201,637</b> | <b>"</b>     |

The two papers nearest the Evening Telegram showed a loss of 10,540 lines and 13,323 lines respectively during that month, while the Evening Telegram gained 15,103 lines.

The circulation growth of the Evening Telegram is equally as remarkable. On the second day of June over

## 400,000 Copies

of the Evening Telegram were bought and paid for. When it is remembered that the Evening Telegram appeals to the prosperous, substantial members of the community, that it practically has no "curiosity circulation" and that it is the favorite "home" paper in the evening field, there is no cause for surprise at either its unequalled advertising patronage or its great and rapidly growing circulation.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1892.

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## "THREE-IN-ONE" OIL—ADVERTISING FAITH THAT HAS CASHED IN.

HOW CHARLES AUSTIN BATES STAKED MONEY ON HIS FAITH IN ADVERTISING — PREPARING TO "SKIM THE CREAM" OF TOO LIBERAL PROFIT TO DEALERS.

By Frank H. Holman.

They used to say that advertising was a gamble. Well, maybe it was—but evidently it was such a remarkably *one-sided* gamble for the wise ones that it was like stacking gold up against zinc. The men who, eight or ten years ago, could see this and know that every penny staked on good advertising in those days would win a thousand times more surely than all the systems that ever tried to beat Monte Carlo, are reaping their profit to-day.

The history of advertising doesn't furnish any more readable story of advertising in its gambling days than the story of Three-in-One Oil. In 1894 J. N. H. Slee, a varnish manufacturer, was financing from his personal pocket a little concern making anti-rust compound, etc., in a 234 square foot factory. George Cole, who was managing this tiny little concern, traveled hard and far and thought he was doing well if he brought in \$600 worth of business in a season. Mr. Slee had to loan him a hundred dollars at a time to buy bottles, and owned a half interest at \$500 in the little shop. From July 1st to October 1st Mr. Cole was able, with the most faithful efforts, to bring in exactly \$219 worth of business. If a concern gave him a \$75 order he bubbled over with gratitude—

it was enough to keep the shop going for weeks!

Yet, from this back-yard factory has grown a business worth millions, with a fame reaching all over the world.

What did it?

The willingness of two men with advertising foresight to "gamble" a little—an advertising agent on the one hand staking good money in the form of advertising space up against his knowledge of what advertising could do; and, on the other hand, the willingness of the manufacturer to stake a considerable share in his concern, which he knew would be valuable some day, on his belief that advertising would bring him back money enough to buy back the stock.

The advertising agent who took the long odds in this gamble was Charles Austin Bates. Mr. Slee gave him a block of \$25,000 worth of stock and Mr. Bates gave him, in return, advertising to that amount. Those were the days when advertising agents sometimes were tempted by their assurance of the success of advertising to lay down their own money on what looked to them sure winning. The slow-moving manufacturers moved so slowly toward advertising that advertising agents, who were sure of their knowledge of what advertising could do, had the monumental faith in their convictions to back them with real money.

Three-in-One Oil to-day enjoys a prestige that is quite amazing. It has now more than 10,000 square feet of factory space and sells more in two days now than it did in a whole year in '04. A new machine, just installed, puts up eighty bottles a minute.

Mr. Cole got out of the concern in '99, when it was incorporated, and it was just five years ago that Mr. Bates put his money down on his faith in advertising. The business is increasing at a very rapid rate, and during the full extent of the panic year—from October, 1907, to October, 1908,—the increase was nevertheless 40 per cent.

Three-in-One Oil is so called because it cleans, polishes and oils. It has an almost limitless variety of uses—for sportsmen, housewives, mechanics and every kind of people; consequently the range of its advertising is very wide, and the list of mediums used is almost interminable. Newspapers, magazines, sporting publications, women's publications, farm papers, posters, street

concerns as the Edison Phonograph Company and others like it, openly recommend Three-in-One Oil in all their literature, and the firearms people actually enclose a sample bottle of it with every individual sale. Five millions of these sample bottles have been distributed already, and every day in the year, over every counter selling these products, over 100,000 bottles of Three-in-One Oil, and advertising for it, is passed out at no more expense to the Three-in-One Oil Company than the cost of the samples.

There is probably no other advertising concern in the country which secures such a volume of free advertising as Three-in-One Oil. The explanation is that, as Three-in-One is the very best oil made, it becomes important to the firearms and other manufacturers of light machinery to see that their products are properly oiled, so as to give the maximum amount of satisfaction. Experience has taught them that, in a great many cases of dissatisfaction with their goods, it has been due to lack of care and oiling. Often the oil used has been inferior and gummy, and thus interfered with the action—resulting in damage to the reputation of the contrivance. It will thus be seen how from a fortunate combination of circumstances Three-in-One Oil enjoys a peculiar advertising advantage.

All the marketing for Three-in-One Oil is handled through jobbers, but the most accurate and persistent watch is kept upon individual dealers and sales. Ninety-five per cent of the sales are through wholesale hardware dealers and the rest through wholesale druggists and large grocers. No salesmen are employed, and all the work is done by mail. Considering the growth of the company's sales, it can easily be imagined that this solicitation by mail is very vigorous and thorough. Every wholesaler is checked up as he orders by a system of monthly check marks which ignore the quantity of orders, but graphically illustrate the frequency of them, and, by this sys-

## THIS GOOD SERVANT FOR YOU

HERE IS REAL HELP FOR EVERY TIRED HOUSEWIFE



### Every Housekeeper Should Know

The remarkable facts of oil and how much water, sand and other dirt it contains can be seen when it is used.

Three-in-One is a good housekeeper, saving oil and water, and saving time and money. It cleans, polishes and greases. It is a good servant for every tired housewife.

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### 3-in-One Good for Many Things

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car cards, novelty and every other kind of advertising is widely used, for makers of light machinery regard it as highly important that their purchasers should know of Three-in-One Oil.

Perhaps one of the most peculiar phases of the Three-in-One Oil publicity is the phenomenal amount of free advertising it gets. All the large firearms manufacturers—Colt, H. & R., Smith & Wesson, etc.—as well as such



tem, the lagging ones are quickly discovered and special literature used upon them. The inquiries from new prospects are worked to get new dealers with an ingenious system of circularizing, which invariably leads to a new dealer being stocked in.

One of the most interesting things done has been to get names from dealers of those who might be interested in Three-in-One Oil, and to whom samples could be sent. A very attractive proposition was made to dealers to get these names filled in, but only a limited number are allowed to each dealer, and about 385 names a day have been received in this manner.

Perhaps the most vitally interesting thing in the story of the Three-in-One Oil is that it is now approaching the time when it expects to *cash in* upon its advertised prestige. Like many new products endeavoring to make its way into markets and establish a trade, it was obliged at the start to offer liberal percentages of profit. Three-in-One Oil has done much more in this direction than many other concerns, and offered a 100 per cent profit on some of its goods. This liberality is probably one reason why it has so rapidly increased its market, but Mr. Slee believes that this profit is now probably more generous than necessary.

"We have been building a reputation by advertising all these years," he says, "and the more we advertised the more often we enabled dealers to make 100 per cent profit. In the early days this was good business, but our advertising reputation is rapidly ripening to a point where it is becoming more and more easy to sell Three-in-One Oil. In perfect fairness, 100 per cent profit no longer belongs to the retailer. It is *my turn* now to draw dividends on my faith in advertising, and on the success we have had in making Three-in-One Oil a standard of quality which people ask for as a matter of course. Ultimately, I shall have to reduce retail profits to conform with

this idea of my rewards from advertising. In doing this I shall be following the natural goal to which good quality and good advertising should lead an advertiser. Advertise and build demand for your goods, and then skim the cream of profit after you have made it easy to sell your goods—thus getting back what might be considered your original investment.

"If I were a dealer, I would hang up a trade-marked sign on everything that I sell, and get the benefit of national advertising. Every dealer who sells advertised goods is foolish not to pluck some

## RUN YOUR TYPEWRITER



with the "best oil" But don't pay 15c or 20c for 3 or 4 drachms of "so-called-special" typewriter oil when "3 in One" is twice as good at one-fourth the price.

No other oil on earth lubricates, cleans, polishes and preserves a typewriter like "3 in One."

It goes right into the action part, removes dirt and grease, spreads evenly over all bearings, lubricating just right. When a machine rattles, it's wearing out. "3 in One" prevents the rattle by minimizing friction, wear and tear.

"3 in One" also cleans type faces, keys, polishes wooden case and prevents rust on all metal parts. It is better and cheaper than any inferior mineral oil or any so-called fish oil. Save money and your typewriter.

Try "3 in One" right now. Library Slip in every package.



**FREE** Your name and the name of your dealer on a postal will bring sample bottle and "3 in One" dictionary—both free.  
3 IN ONE OIL CO.  
New St., New York City.

of the profit which comes from selling advertised goods. I would not sell *anything* but advertised goods if I were a dealer, for a thing advertised is already half sold, and it does not cost him as much in salesmanship or local advertising or anything else to push advertised articles as compared with unadvertised articles. It is quite unnecessary to say that I am an inveterate believer in advertising. When Mr. Bates took that stock and gave me advertising, he had faith in advertising,

and I had some of that also, but I believed in my product, and time has proved us both right. When I settled up with Mr. Bates just a few years later, Mr. Bates got back not only every penny of his investment, but a nice additional bonus. In other words, the money he put down on his faith in advertising he got back with a mighty good rate of interest."

A curious observation of Mr. Slee's is that he sells more in towns than in big cities. "People in the smaller towns have more time and take more time to read advertising than the people in the cities. They are not constantly in a hurry, nor are they flooded with advertising matter. They take time to look after their possessions, and do it themselves. In the city everybody is rushed and nervous as compared with the more steady-going life in the smaller towns. I consider advertising in the smaller towns more uniformly effective to the ratio of population than in the larger cities."

Considerable outdoor advertising is done by Three-in-One Oil—painted boards, posters and other forms of advertising, including 71,556 square feet of barn space along the line from Albany to Buffalo.

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The new *Metropolitan* is making vigorous circulation efforts. Herbert Hungerford, "circulation editor," who has been on the editorial staff of *Success*, and manager of agents for *Everybody's*, has started as the first circulation effort a unique prize contest called a "magazine marathon." Several thousand dollars' worth of prizes are to be awarded to solicitors, including an automobile, a piano, gold watches, etc. The publishers will advertise each solicitor in the local newspaper.

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O'Mara & Ormsbee became the Eastern representatives of the *St. Paul Dispatch* and *Pioneer Press* on June 1st.

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The Geneva, N. Y., News Printing Company has been organized and a new Republican daily is to be started within a few weeks.

## TAKING ADVANTAGE OF NATIONAL ADVERTISING.

PASTERS PUT IN THE "SATURDAY EVENING POST" TO BRING LOCAL READERS TO THE STORE TO BUY ADVERTISED GOODS IN BIRMINGHAM.

A rather interesting example of progressive retailing is the use which J. Blach & Sons, apparel outfitters, Birmingham, Ala., make of national mediums and nationally advertised reputations.

The concern has had its business eye upon the *Saturday Evening Post* for some time and recently devised a scheme to get the advantage of the goods advertised in the *Post*. In the last week in May 2,125 *Posts* were sold in Birmingham and J. Blach & Sons figured that since these *Posts* entered into the homes of people whose trade they were desirous of securing, it would be a stroke of good business to arrange with the local venders of the *Saturday Evening Post* to have a slip pasted on the first inside page calling attention to the fact that they sold some of the things advertised in the *Post*.

This slip contained a reproduction of the trade-mark for Hole-proof Socks and the Stein-Bloch Company clothes, ending by saying "and other famous apparel products advertised in this week's *Post* are sold in Birmingham by Blachs'."

As the front cover showed a picture of a girl telephoning; a line was added saying "If you can't get to the store, do like the girl on the cover, 'phone your orders."

This is an ingenious method of taking advantage of some national advertising.

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The *Gulf Coast* magazine, published by the St. Louis, Brownsville & Mexican Railway, has been discontinued.

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Preston McGoodwin, who for the last year has been special correspondent of the *Cleveland Leader* and the *Pittsburgh Dispatch*, and who previously was managing editor of the *Columbus, O., Sun*, has accepted the position of managing editor of the *Cincinnati Commercial Tribune*.

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# UP

the rates will go on

## August 1st

Will you have the **\$2.00** rate now  
in force on

# The Ladies' World

or the **\$2.50** price which will  
prevail after August 1st?

Prompt attention will secure the  
present price for a year, including  
space discounts. Delay will entitle  
you to the higher flat rate. Which  
shall it be?

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*Write for particulars*

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**S. H. MOORE COMPANY, New York**

September forms close July 12th

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## HOW SPICES AND HOT WATER BOTTLES MIGHT BE ADVERTISED.

LARGER PROFITS IN EDUCATIVE ADVERTISING CAMPAIGNS WHICH SUGGEST DEFINITE USES TO READERS—SPICES MIGHT BE FAR MORE WIDELY USED—PUBLIC KNOWLEDGE OF HYGIENE COULD BE PROFITABLY HELPED BY ADVERTISING HOT WATER BOTTLES.

By J. George Frederick.

This is the day and this is the country of *learn how*. In our country, which Zangwill expressively calls "the melting pot," a hundred million people are experimenting with life under new conditions. Without an instant's reluctance American people are casting away old methods and old merchandise the moment they comprehend the benefits of new things. Carnegie casting away millions of dollars' worth of comparatively new steel-making machinery because something a little better could be had, is the keynote of the American idea. Manufacturing New England is this spring casting away great heaps of machinery for fifty-four million dollars' worth of *new* machinery and new methods.

Not only are new lines of merchandise constantly being put before people, but *old lines of merchandise* are constantly reaching people who have never known or afforded them before. In this great interplay of merchandise, good advertising is playing a big part, and will play a far bigger one as more manufacturers learn the business-creating power of *educative* advertising campaigns.

The great majority of American people are uneducated about many products which are familiar to a small class of people. In their food, their home comforts, their health and everything else they are like children who are just learning to use adult things.

They have been forced by limited means and limited education to live for a long time with make-shifts and simple things until the present day, and the coming of

more means now makes them able and willing, even eager, to learn about modern comforts and luxuries and modern merchandise.

There are two distinct directions in which this tendency has moved—food and home comforts. It is the opinion of no less an observer than James J. Hill that the cause of the rise in food prices is due largely to the greater demand for it—a demand which has moved faster than the great increase in production. Experts figure that the average American consumption of wheat per capita was six bushels until a few years ago—*now* it is *seven* bushels.

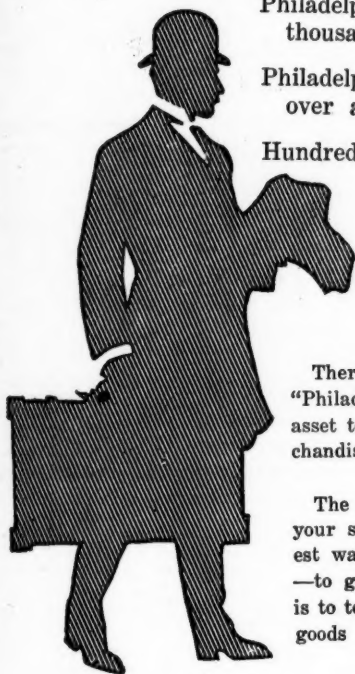
But the American people have progressed faster in being able to pay for expensive food products than they have progressed in making unpretentious foods *appetizing* and *delicious*. Any person with a traveled and cosmopolitan outlook knows how wasteful are the methods of the average American kitchen, and how poorly prepared the food in comparison with Italian, French and German cookery.

Steaks and chops and roasts, and roasts and chops and steaks, is the ceaseless routine of the average American household, and these are cooked with a reckless disregard for fine art in cookery, which would make Europeans gasp. The juices are fried and broiled out of steaks and chops, and of the delicate touches with spices and accessories with which the French housewife performs wonders with a bit of meat many American housewives throw away in disdain, great numbers of Americans know absolutely nothing. The price of meats has gone up and will go up as long as American housewives want only the best cuts and won't eat the poorer cuts, through ignorance in not knowing how to prepare them attractively. It has been observed by a shrewd European visitor that America could feed Europe with its left overs!

Why is it that these conditions exist? For no other reason than ignorance. The great mass of people honestly do not know any better, and until they learn something different it is not only idle but

(Continued on page 10)

# A Selling Campaign in Philadelphia, the "city of homes"



Philadelphia is a three-hundred-thousand-home-power city.

Philadelphia has a population of over a million-and-a-half.

Hundreds of tributary towns, nearby.

Many Philadelphians own their homes, and they are liberal buyers of home comforts.

There is a lasting stability about "Philadelphia trade" that is an asset to the manufacturer or merchandiser who captures it.

The most reliable way to help your selling force—and the quickest way to help your selling force—to get the "Philadelphia trade," is to tell Philadelphians about your goods in "The Bulletin."

The net paid average circulation of the Philadelphia Bulletin for May was:

**254,790 COPIES  
A DAY**

Almost a copy for every home

unjust to criticize them or expect anything else. *It is the distinct privilege and duty of those who know better to educate American people to different ideas.*

HOW SPICES MIGHT BE EDUCATIONALLY ADVERTISED.

The opportunity lies open and fallow for those manufacturers who have a direct interest in improving the cookery and diet of the American people. There are the spice manufacturers and importers. They have sat in their offices taking orders and spending their energy arguing price and discounts and fighting each other for years, while the great mass of American people went on living serenely without knowing that half the products the spice men sold ever existed.

This is not modern business. It is clerking. Undoubtedly some of the bigger men in the spice business must realize this and think along these lines. They are right up against the hard question every day why John Jones, grocer in Anytown, doesn't sell more paprika or mace or curry powder or peppercorns—or even the more commonly known spices. That spice maker who has any constructive mind at all must know that more of these products would be used if the average housewife was a better cook. He must know that just as soon as more housewives know how to make a good



*M-m! the tasty dishes you can make with good spices to help!*

Many ordinary foods that your folks don't seem to be keen for, need only the appetizing taste added.

More and more clever housewives are learning the little touches of cooking art, the pinches of spices and herbs gathered from all over the world that make people call them "wonderful cooks." Inexpensive meats and foods can be made into dishes that people remember if you use

## PIQUOT SPICES

Never trust ordinary bulk spices. Many are frauds. See that *all* the spices you buy—even black pepper—has the Piquot trademark on the package.

You don't know what a stew can be until you use Piquot bay leaves, cloves and sage, etc. Do you know the splendid oil salad dressing which Paprika can make? Do you know the things that can make a soup "perfection"? Be sure to send for our booklet, "The Little Touches that Make Good Cooking."

PIQUOT SPICE COMPANY -:- -:- NEW YORK

AN IMAGINARY EDUCATIONAL AD FOR SPICES.

stew, a good soup, a good sauce, or pudding, etc., more spices will be sold. And how, realizing this, he can fail to take the short step of logic from this point of view to an advertising campaign, is hard to see, except on the excuse that he does not understand the advertising idea. Then it is up to advertising men to educate him.

This reason of not being able to imagine what advertising could do for his business is a very common one, and for this reason exactly this series of articles, showing actual completed ads, is printed regularly in PRINTERS' INK.

The practical plan for a spice firm would be to adopt a trademark which would cover every product sold. An opening cam-

paign announcing this trademark would be practical, showing in general how miserably adulterated are a great many spices, and how this particular line of advertised spices is guaranteed to be pure and all that it represents. A booklet with a great deal of very practical and comprehensive information and recipes should be issued, titled attractively and made prominent in these ads.

Then should begin a full series of magazine ads, taking up, almost one by one, the spices which are sold, and suggesting the actual directions for dishes in which the spices are used. A few years of such educational advertising would add thousands of pounds to the consumption of each of the spices advertised, and would in addition put such a premium on the trade-mark that the business would be worth at least as much more as the advertising cost.

Doubtless many competitors not advertising would grin at the general educational campaign, believing it would also help *their* business. So it would, slightly, for a time, but as the trade-marked and advertised brands grew more solidly into the minds of the public, the reverse would happen, and then they would find that they were being crowded rapidly from pillar to post toward down and out.

It is certain that the immediate objection raised by many spice

## A Good Hot Water Bottle is a Wonderful Family Doctor



Just plain *heat* will always remain the safest and quickest medicine for common ailments.

For children the Foster Hot Water Bag is always ready at a moment's notice to drive away earache, colic, toothache, and stomach troubles of all kinds.

### The Foster Watertight Bottle

is the very surest remedy for stomach cramps, abdominal pains, nervous headaches, neuralgia, chills, etc. It brings sleep quickly in winter and on camping trips it takes the place of an extra blanket.

The Foster Bottle is made of special vulcanized rubber that cannot split, and the screw top is fused on, with a triple reinforcement of rubber. **It will outwear three other bottles.** Ask any druggist. Send for booklet, "Family Doctoring."

**Foster Rubber Appliance Co., N. Y.**

AN IMAGINARY EDUCATIONAL AD  
FOR HOT WATER BOTTLE.

concerns would be the lack of profit margin enough to pay for advertising. But this condition is the strongest reason for an advertising campaign, as any good advertising man can prove to him in a few minutes. The trade-marked article will swiftly get out of the class of competition and will not have to argue price and discounts, because it has argued quality to the consumer and to the retailer, and can back up the argument with evidence of demand. The public doesn't want dirt for spice *at any price* and has always shown a willingness not only to pay for the cost of pure goods, but *also* for whatever *additional* cost is necessary to advertise so that it will know how



to judge and select the good from the bad and hold somebody responsible.

There are any number of spices about which the average public knows little or nothing. Take paprika, for instance. This valuable Hungarian spice is a delightful addition to the chemistry of food, and for an oil salad dressing it is unequaled. It should be endeavored in the ads to get more people to use salads and oil for the soundest of dietetic reasons.

Then great stress should be laid upon stews and soups—dishes which, if rightly made with proper spices, are as tasty as anything an epicurean king could want, and are at the same time most economical. The old song hints at this—

O, dip your finger in the stew,  
And drink a cup to me. . . .

The uses of peppers, white and black, cloves, cinnamon, nutmeg, thyme, mace, curry powder, marjoram, sage, mint and bay leaves, peppercorns, celery salt, and even allspice and mustard are not understood by a great majority.

The opportunity in spice advertising has a peculiar opportunity because it has so strong a bid to the appetite. The spice concern following along these lines first will find itself trebling its business in a few years and adding another chapter to the history of success by manufacturers shrewd enough to advertise.

#### HOT WATER BOTTLES AND HOW THEY MIGHT BE ADVERTISED.

Besides food, home comforts form the other great division of progress in American buying.

You and I know the hot water bottle, but if you know the people of this country, what estimate could be given of the percentage of those who *don't* own one? It would probably be somewhere near eighty or ninety per cent. You will find hot irons, hot stove lids and hot this and that serving the place of the hot water bottle. In many cases you will find mustard plasters and other similar schemes now antiquated doing service, and by the large majority you will find that nothing at all is

done except a disastrous dabbling in harmful patent medicines, for ailments calling for nothing but the simple and healthful application of a hot water bag.

In the case of infants and children, for instance, there are very many thousands of parents who still persist in administering medicines which are nothing else but "dope," for pains and ailments which would flee like a mist before sunshine if the hot water bag were used.

In cases of colic, earache, toothache and stomach disorders, the application of heat is like magic, whereas the dosing with dope of various kinds so widely practiced is the most stupid ignorance. There is the additional argument of economy, for many a doctor has been paid for work which any respectable hot water bag can easily do.

Those who suffer from inability to sleep, anæmia or poor circulation, find the hot water bag a boon; and lots of wise people who have learnt the trick of living long and well, use a hot water bag to gain time in going to sleep in winter. When on a camping trip, or sleeping outdoors at home, as so many are now doing, the hot water bag takes the place of an extra blanket and is about the best friend you have in camp.

For backache, neuralgia, grippe, abdominal pains, chills and for aged people losing their warmth of body, a hot water bag is worth a trainload of pills and patent nostrums claiming to do things they can't do.

This is barely a sketching of the things which every family ought to know, and which it is to the great advantage of hot water bottle makers to scatter broadcast. But they don't! There is but one hot water bag now generally advertised, and that one contents itself in talking about some commonplace matters of material and general claims. It will never develop really *new* business.

What is needed both in the spice business, the hot water bottle business, and in a great many other lines, is to *create* trade that doesn't as yet exist, but which ought to



exist and will come into existence at the first stir of educational advertising activity.

A campaign with good copy in the magazines for a trade-marked hot water bottle which would first of all suggest the uses of them (for many who even now possess them, do not know how extensively they are serviceable), and then argue superior rubber and construction, would certainly find an immediate response. American people are now rapidly getting over their religious faith in objectionable patent medicines, and are ripe for common sense hygienic advertising.

HE "WANTS HIS 'PRINTERS' INK.'"

WEBBER LUMBER COMPANY.

FITCHBURG, MASS., May 28, 1909.

Editor of PRINTERS' INK:

I always look for the magazine at a certain time wherever I happen to be located. It is the first magazine that should enter any advertising department. There's a hitch somewhere about our receiving it regularly. I trust you will pardon my kicking propensities, but I want PRINTERS' INK.

FRED B. RUDER,  
Advertising Department.

## APPROVES THE NEWSPAPER SUMMARY.

THE OKLAHOMAN.

OKLAHOMA CITY, May 27, 1909.

Editor of PRINTERS' INK:

We wish to congratulate you on the inauguration of the new department in your issue of May 19th consisting of a monthly summary of the amount of advertising carried by the leading newspapers. I have long thought that such a table, if available to publishers, would have a stimulating effect and would tend to increase the efforts of all publishers to get the maximum quantity of advertising to be obtained in their field.

A few months ago I requested the American Newspaper Publishers' Association to give this information in the form of a weekly or monthly bulletin, but the figures would be much more valuable published in your journal as they will reach a much greater number of publishers.

I call your attention to the fact that while the *Oklahoman* is a six-day paper, having no Monday morning issue, it carried 567,336 agate lines of display advertising only during the month of April. This would place us in tenth place and just ahead of the *Indianapolis News* and the *Chicago News*, and would give us, I believe, the largest amount of advertising carried in any six-day publication in the United States.

E. K. GAYLORD,  
Business Manager.

Foresight helps to increase sales. Those who have it are ready to take a chance—to use a *coming* medium before competitors have imitated their good judgment.

THE METROPOLITAN MAGAZINE is just *that medium* today; the June issue was our first "tip" to you, the July number is a pretty broad hint, the August and subsequent issues will be more and more aggressive appeals to your good judgment.

# The Chicago Advertising Record for May

*What the Tribune Said:*

## The Tribune Makes Another Gain in Advertising

**D**URING May, 1909, compared with the corresponding month of the year 1908, The Tribune ~~has~~ **made** **ANOTHER** gain over the corresponding month of last year. Following was the total column printed during May:

May, 1908. May, 1909.  
2,204.41 cols. 3,875.06 cols. 209.47 gain.  
1908 1909

Here is the misleading statement of the Tribune, as published by that paper yesterday. It seeks to pull the wool over the eyes of advertisers. The fact is the Tribune showed a **loss**—a decided loss in **display** advertising during May. It seeks to hide this loss by including its want department figures in its totals. The Tribune could not, however, cover up the fact that the Examiner made the largest gain of all Chicago papers for the month.

*What the Facts Were:*

## Display Advertising Records for Month of May, 1909

COLS.  
\*The Tribune Lost . . . **69.27**  
The EXAMINER Gained . **260.55**  
The Record-Herald Gained . 203.48  
The Inter Ocean Gained . . 24.73

\*The Tribune was the only morning newspaper to show a loss in display advertising for May as against the same month last year.

June 1st the Chicago Tribune published on its front page another misleading statement about advertising records, the heading of which is facsimiled on the left.

To the right will be found the correct and authentic figures on display advertising for May, 1909. These figures are verified both by the Examiner's record department and by the Record-Herald and are

**THE Figures Prove That the Tribune**  
**is the Only Morning Paper to Show a**

display advertising for May, 1909. These figures are verified both by the Examiner's record department and by the Record-Herald and are

## THE Figures Prove That the Tribune Was the Only Morning Paper to Show a Loss in Display Advertising for the Month

The Daily Examiner *City* circulation, including carrier home delivery, is greater than the city circulation of the Tribune and Record-Herald combined. Write it in the contract.

The Sunday Examiner *sells* more papers every Sunday than all the other Chicago Sunday papers *print*. Circulation sworn to and absolutely guaranteed.

The Chicago Examiner Gained 2,110.03 Columns of Advertising, display and classified, from January 1 to May 31, 1909. **It is showing larger advertising gains than any other metropolitan newspaper in the United States.**

## The Reason: It Brings Greater Results

## SUCCESS IN ADVERTISING PIANOS TO GERMANS.

MAIL ORDER BUYING PROFITABLE  
AND POPULAR AMONG GERMANS,  
SAYS WING PIANO CONCERN—  
SOHMER PIANOS SOLD VERY EX-  
TENSIVELY AMONG GERMANS.

*By Arthur K. Willyoung.*

In proportion to their numbers the newspapers and other periodicals printed in the German language in the United States publish a far greater amount of piano advertising than do the English-printed papers or the periodicals of any other class. The reason is not hard to seek.

The Germans are among the greatest lovers of good music in the world. A musical instrument of some sort is almost as vital a necessity to the average German as are meat and drink. In many thousands of cases one of the very first wants the German-American sets out to satisfy just as soon as he acquires a home is his longing for a piano. Often he buys the piano first.

Many of the largest manufacturers of standard pianos in the United States are themselves Germans and thoroughly understand the value of advertising to their own people. They are naturally among the most liberal in their expenditures for publicity in German publications of all sorts. In addition to the better-known instruments, however, there are a great number of pianos made in all parts of the country. Some are made by Germans and some are not. Yet it is an interesting and significant fact that in almost all cases, even where the advertising appropriation is slight, their advertising is carried by the German periodicals. Many piano ads are printed right along in the German papers, which seldom if ever appear anywhere else.

Of the many large national advertisers of pianos, it is doubtful if any is better qualified to speak with authority of the value of the German publications as publicity media than Wing & Son, of

New York City. Most piano advertising is of a very general character. Little or no attempt is made to key it. The Wing piano, however, is sold exclusively on the mail-order plan, and as large numbers of their make pass annually into the hands of buyers who have replied to ads inserted in the German periodicals by them, this big New York mail-order piano house has the best of reasons for knowing the real worth of the German-reading public.

"There are many reasons why the German newspapers and periodicals are particularly good value to us," says Charles C. Stoddard, advertising manager for the Wing piano. "We have got excellent results from using them.

"In the first place the Germans are extremely thrifty. This makes them an especially desirable class for the mail-order house to do business with. If you sell to a German on the installment plan, he can almost always be depended upon to be on hand promptly with the money when each installment comes due. In nine cases out of ten, as a matter of fact, he is willing to buy for cash. He has the funds carefully laid by somewhere and he's ready and even anxious to pay it down at the outset. That's your German mail-order buyer.

"Then, as everyone knows, the Germans are passionately devoted to music. This is a trait which they share with many other persons of foreign birth, who have come to this country in large numbers and made their homes here, and it is a characteristic which makes them the very best sort of piano 'prospects'. The desire to own a good piano or other high-class musical instrument is always present. It's sure to be gratified sooner or later.

"The German population throughout the Middle West we have especially found to be a splendid class of buyers. Most of Wing & Son's advertising during the last two years has been concentrated in that section. The various well-known German periodicals of the West have been used extensively,

carrying our advertising matter practically the year around.

"The Germans in that part of the United States are the land-owners—they own practically the bulk of the West to-day."

According to Mr. Stoddard, Wing & Son have secured a larger proportion of buyers from among those who have answered their advertisements printed in German publications than from among those who have replied to the ads inserted by them in papers of any other class. "The German farmers, as a rule, don't write unless they are going to buy," he declares. "There are very few curiosity seekers among them."

The German publications of the Middle West, Mr. Stoddard asserts, have an important advertising value aside from the fact that they reach and are thoroughly read by the great mass of prosperous Germans who till the soil there. Says he:

"Most of the Danes, Swedes and Norwegians, as well as the people of some other nationalities who have settled in the great western farming regions, read the German papers, as well as the Germans themselves. These people also have proved good buyers of pianos and other domestic accessories as they have accumulated money and built homes for themselves. We have found them all good mail-order buyers."

Between thirty and forty German publications of various sorts, chiefly weeklies and monthlies, are used in pushing the mail-order sales of pianos of Wing manufacture. A limited number of dailies carry the advertising at certain times of the year only. A virtually complete list of the periodicals commonly used by this large mail-order concern follows:

Wing & Son use small copy as a general thing in these publications—ranging from two-inch single-column to five-inch space. Eight-inch double-column is about the maximum display used.

Occasionally the Wing concern for some special reason, runs its advertising for a short time in the German dailies in New York City. This was done last fall to adver-

tise a special sale of pianos. Ads were placed in the *Staats-Zeitung*, the *Morgen-Journal* and the *Revue*, the results being good in each case.

The Sohmer is another piano which is liberally advertised to Germans through newspapers and other media printed in their own language. In the case of the Sohmer instrument, however, no such direct testimony in favor of the German publications is possible as is given by the makers of the Wing piano. The former is sold through the regular trade channels and its advertising is so general that it is difficult, if not impossible, for the company to put their fingers at any time on specific results.

Nevertheless, Sohmer & Co. are strong believers in the advertising value of the German papers. They have told about their pianos through the German-printed publications for thirty-seven years and they are satisfied that many sales have been indirectly influenced as a result of this almost continuous publicity.

"The Germans, being great lovers of music, are great buyers of pianos," says George Reichmann, who looks after the Sohmer advertising. "They are very strong on their obligations and therefore a pretty safe class to sell to."

"I am inclined to think that the rising generation of Germans—the young people—are breaking away from the German language and newspapers very largely, but in spite of that, if it is the case, the German publications undoubtedly are of great value to us in our business."

"While some of the young people are inclined to rely on the English papers for the news of the day and their general reading matter, this does not apply at all to the old folks. They read the German papers religiously. Moreover, they believe what they read in them implicitly."

"Finally, the time comes when one of the younger members of the family—one of the young women, for example—wants a piano. Possibly she has an idea she wants some other make—a

cheaper make than ours. But the old folks have seen the Sohmer ad for years in their German paper, they have come to know it as a standard make and to believe in it and so it comes to pass that the Sohmer piano is bought. That is, I think, about the way the advertising we do in the metropolitan daily newspapers operates to help us make sales."

Although Sohmer pianos are sold in all parts of the United States, the advertising placed in German publications directly by the company itself is entirely confined to the New York city field.

The German publications in New York chiefly used to give the Sohmer piano publicity are about a dozen in number. The list includes the *Staats-Zeitung*, the *Morgen Journal*, the *Herold*, the *Revue*, the *Zeitung*, the *Volks-Zeitung*, the *Hessen-Darmstaedter Zeitung*, the *Platt-deutsche Post*, the *Brooklyn Freie Presse* and the *Long Island City Beobachter*. In addition to these publications, the Sohmer ad also finds its way into a number of the old stand-by German almanacs, calendars and like occasional matter printed in the language.

Kranich & Bach, Knabe and Sterling pianos are among other nationally advertised pianos well represented in German periodicals. The Steinway piano goes into the German papers to a limited extent only.

Wissner, Stultz & Bauer, Sturz, Marscheider, Wuertz, Winterroth and Boedicker are the names of some of the other pianos now being advertised in the German dailies of New York. Some of these makes are almost never advertised outside of the German publications.

The *Kansas City Journal* published one of the largest school advertising issues ever gotten out by any paper. Its annual school and college number totaled 36,000 lines of paid advertising. The *Journal* claims to have published more school business last year than any other paper in the country.

## WHERE THE GERMANS CENTER AND WHAT THEY OWN.

FIGURES SHOWING THEIR DISTRIBUTION IN AMERICAN CITIES AND THEIR PERCENTAGE OF HOME OWNERSHIP—JOHN SCHROEBS DISCUSSES CHANGES IN GERMAN SITUATION.

By Leroy Bush.

Out in Chicago there is a large colony of Germans who are so clannish and loyal to their Fatherland that three generations still speak the German language and read German papers.

However exceptional this is (for it must be admitted that younger generations of Germans learn English as their common language) it nevertheless expresses the great spirit of loyalty to the language which pervades the entire mass of German descendants in this country (numbering nearly a third of the entire population).

German advertising has been growing rapidly. The *Lincoln Freie Presse*, a weekly of considerable national circulation among Germans, recently secured a contract for \$8,640 worth of advertising for one year from a large national advertiser, and other papers are also rapidly increasing in patronage, in mail order and general advertising. The patent medicine advertisers have long been aware of the value of German publications and the advertisers of general merchandise are just now beginning to use them widely.

One great strength of the German people is their thrift. This has been asserted as a general claim so often that it will be interesting to examine some facts proving it.

There is no more significant index to thrift and ability to buy than home ownership. The figures of home ownership, contrasted between Germans and Americans, are extremely interesting.

The following table, compiled by George Waldron some time ago, is extremely interesting:

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ago, is extremely interesting:

HOME OWNERSHIP IN 22 LEADING CITIES.

| Cities.             | Per Cent Owning Homes |         |
|---------------------|-----------------------|---------|
|                     | American.             | German. |
| New York .....      | 17.3                  | 16.2    |
| Chicago .....       | 17.6                  | 32.2    |
| St. Louis .....     | 15.2                  | 28.0    |
| Philadelphia .....  | 22.2                  | 26.6    |
| Milwaukee .....     | 20.1                  | 39.7    |
| Cincinnati .....    | 14.9                  | 24.2    |
| Buffalo .....       | 26.2                  | 42.3    |
| Cleveland .....     | 27.7                  | 44.9    |
| Baltimore .....     | 24.3                  | 39.3    |
| Detroit .....       | 28.2                  | 49.5    |
| Newark .....        | 29.9                  | 25.8    |
| Pittsburg .....     | 22.5                  | 38.0    |
| San Francisco ..... | 18.7                  | 26.8    |
| Rochester .....     | 33.8                  | 47.5    |
| Louisville .....    | 21.4                  | 40.1    |
| Jersey City .....   | 16.8                  | 26.9    |
| New Orleans .....   | 19.2                  | 32.3    |
| Toledo .....        | 30.6                  | 54.2    |
| Allegheny .....     | 13.0                  | 32.7    |
| St. Paul .....      | 29.3                  | 31.8    |
| Indianapolis .....  | 27.0                  | 50.5    |
| Boston .....        | 24.3                  | 27.0    |

In the strong German cities, like Milwaukee, St. Louis, Cincinnati, Cleveland, etc., the Germans own about twice as many homes as the Americans. The table shown above leaves absolutely no doubt as to the ability of the Germans to buy. Cleveland affords a particularly remarkable example. Forty per cent. of the total population is German, which makes Cleveland fourth in point of percentage of German population. 44.9 per cent. of Cleveland homes are owned by Germans, which makes probable not only that every German family owned its own home, but that Germans owned also the homes of many Americans. This gives Cleveland an unusually strong German showing. It has seventy German churches and 210 German societies.

One of the things which make German advertising valuable is the fact that the German papers reach people of many nationalities. Not only are the Austrians, the Swiss and the Hungarians German (because they are compelled to learn German in their schools), but Russians, Bohemians and Slavs and many Jews use the German language as their own. German, next to English, is an international language.

The following table, carefully compiled from as yet unpublished government records, shows very accurately the location of the Germans in this country. The "German speaking" figures mean

In advertising—and good business stationery is advertising—it's not so much the taste of man producing the matter, as the consideration of what will appeal to the class of people he desires to reach.

## OLD HAMPSHIRE BOND

"Look for the Water Mark"

is the best paper you can buy for your letterheads. And it is the least expensive when the value of the influence it adds to your messages is considered.

That cheap things are expensive is the final judgment of men who know. Let us mail you a specimen book of OLD HAMPSHIRE BOND. It's not cheap—but economical.

## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

South Hadley Falls, Massachusetts





## Cincinnati, Ohio

# Abend-Presse

Established 1877

Average Circulation in 1908

### 36,119

Issued every Evening, except Sunday. 8 and 12 Pages

The Daily Abend-Presse is the only German Evening Paper in Cincinnati. We guarantee the Abend-Presse to have a larger circulation than all other Cincinnati German dailies combined. Its circulation is constantly increasing.

## Freie Presse

Established 1869

Issued every morning. 8 Pages or more.

Average Circulation in 1908

### 11,985

## Sonntagsblatt

Established 1869

Average Circulation in 1908

### 37,808

Issued every Sunday Morning. 36 Pages and more, with large Four-page Supplement printed in colors.

These papers belong to the very best and most influential German papers in the country. None are superior to them. Their value as advertising media has been long established and is recognized by all advertisers at home and very many abroad.

1. Within a radius of 20 miles of Cincinnati, 240,905 Germans have their homes.
2. The German home owners in Cincinnati are 53.9 per cent.
3. Out of a total population of 4,500,000 in the State of Ohio, 837,615 persons are Germans.
4. Any advertiser desirous to reach the very important German element in Cincinnati can do so by advertising in the Daily Abend-Presse, the Daily Freie Presse, and the Sonntagsblatt of the Freie Presse. Results are sure.

**THE CINCINNATI  
FREIE PRESSE COMPANY**  
Publishers

German born, German parentage, Austrian born and Austrian parentage and Swiss and Hungarians.

| Cities.            | German<br>Per-<br>centage. | Total<br>German-<br>Speaking<br>People. |
|--------------------|----------------------------|---|
| New York.....      | 34.0                       | 1,196,466                               |
| Chicago.....       | 33.3                       | 572,040                                 |
| Philadelphia.....  | 19.5                       | 247,661                                 |
| St. Louis.....     | 37.5                       | 223,519                                 |
| Milwaukee.....     | 64.0                       | 183,236                                 |
| Cleveland.....     | 40.3                       | 154,051                                 |
| Cincinnati.....    | 45.0                       | 147,849                                 |
| Buffalo.....       | 37.5                       | 132,809                                 |
| Baltimore.....     | 24.0                       | 122,833                                 |
| Detroit.....       | 37.5                       | 106,877                                 |
| Newark.....        | 38.5                       | 94,040                                  |
| San Francisco..... | 27.0                       | 91,755                                  |
| Pittsburg.....     | 26.0                       | 83,567                                  |
| Jersey City.....   | 29.0                       | 59,817                                  |
| Rochester.....     | 34.2                       | 56,120                                  |
| Allegheny.....     | 40.0                       | 51,993                                  |
| Louisville.....    | 24.0                       | 49,507                                  |
| St. Paul.....      | 30.0                       | 48,487                                  |
| Toledo.....        | 34.5                       | 45,006                                  |
| New Orleans.....   | 13.0                       | 37,224                                  |
| Boston.....        | 6.0                        | 35,539                                  |
| Hoboken.....       | 55.6                       | 33,012                                  |
| Minneapolis.....   | 14.0                       | 29,051                                  |

"As a result of the many improvements in modern newspaper making and the better facilities for getting papers into the hands of readers, many of the country and weekly editions of metropolitan German newspapers are steadily gaining in circulation and influence at the expense of the small German country papers." So declares John Schroers, the new president and general manager of *Das Morgen Journal*, of New York.

Mr. Schroers, a newcomer to the New York newspaper field, has been for many years general manager and a large owner of the *Westliche Post*, the *Anzeiger*, and the *Mississippi Blaetter*, of St. Louis. These three papers, leaders among the publications printed in the German language in the Middle West, have been built up chiefly through his personal effort. His long experience at their head qualifies him to speak with a good deal of authority on the tendencies of newspapers of this class.

"The German papers published in the big cities got their really important start in the country districts," says Mr. Schroers, "with the establishment by the post-office department of the government about seven years ago of the rural



free delivery. The country circulations of many of the city-printed German papers began to jump materially soon after the service was begun and many improvements since introduced, both in gathering and printing news quickly, have played directly into the hands of the metropolitan publications up to the present time.

"Ayer's Sarsaparilla and Hostetter's Bitters were among the pioneer national advertisers in the German newspaper field, but practically all the leading advertisers use the German publications today and more of them are constantly coming in. There are so many Germans in the country and their buying proclivities are so good that no great business establishment can afford to leave their distinctive publications out of its reckoning."

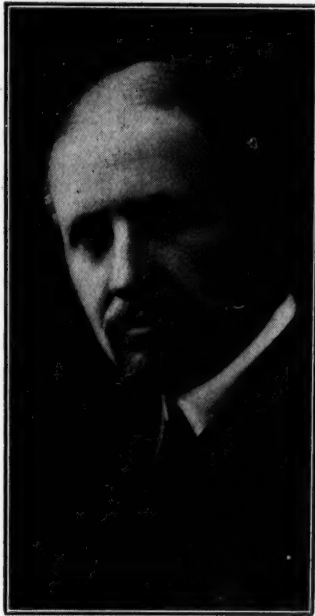
Mr. Schroers claims for the *Morgen Journal* a circulation greater than 90,000, and it is the only German paper having a colored supplement and a regular weekly magazine as features.

Among the other leading German newspapers of New York Mr. Schroers names the *Staats-Zeitung*, the *German Herold* and the *Revue*. The *Westliche Post*, *Anzeiger*, the *Mississippi Blaetter* and *Amerika* he regards as the most important of the German papers of St. Louis. The last named is a German Catholic daily, weekly and Sunday of considerable following.

The Illinois *Staats-Zeitung*, the *Freie Presse* and the *Abend Post* he holds to be three of the best German papers of Chicago. Of the Cincinnati papers he has high regard for the *Volksblatt*, the daily owned by Colonel Markbreit, Mayor of the city, and the *Freie Presse*, and he considers the *Waechter und Anzeiger* of Cleveland one of the leading German dailies.

The *Germania*, a morning paper, and the *Herold*, an evening daily, both published in Milwaukee, are also among the German-printed newspapers most highly thought of by the general manager of the New York *Morgen Journal*.

Albert Brandt, of the *Arena*, has filed a petition in bankruptcy.



Jay Wellington Hull

I would take two more good accounts on percentage of increase, or I will serve Board of Directors for period of one year as Advertising Consultant, appearing in person at monthly or quarterly meetings.

I am not affiliated with advertising agency, publisher or printer. Do not accept commissions on money spent for advertising.

If your advertising is not entirely satisfactory, let me in on it for one day. No service, no fee. Write me care nearest office.

Tribune Building, New York  
Hulbert Building, Cincinnati

## WHO FINALLY PAYS FOR ADVERTISING?

NOT THE MANUFACTURER OR RETAILER, OR CONSUMER, BUT THE NON-ADVERTISING MANUFACTURER.

By Allen Ray.

A manufacturer recently quizzed his advertising agent as to who paid the advertising bills finally—he or the retailer or the consumer? He was all primed to object, whether the advertising agent replied that he did or the consumer. He saw no way out of the trap he had made for the advertising man, and took him out to lunch with malicious anticipation of watching him squirm.

But he got a nice surprise, and when the lunch was over he took home with him some mental pro-iteid which kept him busy for a long time thinking along broader and deeper economic lines than he ever thought were practically connected with his business.

In the first place, the advertising man took his breath away and smashed the trap by saying that neither the manufacturer or the consumer paid the advertising bills. *The manufacturer who doesn't advertise pays the bills of the man who does advertise*, was the startling but emphatic statement of the advertising man.

At first the manufacturer thought it was just an ingenious but dodging attempt to escape the argument. But the advertising man was in dead earnest. "You are making the same quality of goods as some of the men who don't advertise, are you not? You are getting the same price from the trade, are you not? The bright retailers make exactly the same profit selling your goods, and sell at the same retail prices, don't they? You have spent exactly \$70,000 advertising in the six years you have advertised, and you have increased your volume of trade from \$600,000 a year to \$1,000,000 during that time. *Now* tell me, do you see where either you or the retailer or the consumer has paid one cent of that \$70,000?"

"The consumer gets the same

quality, and a little more, than he would if he bought unadvertised goods, and in addition he knows who made the shoe and has a guarantee; the retailer makes the same profit, *plus* the big boost in helping him sell the goods; and you—why, you have simply laid down about \$10,000 for advertising each year and got back over \$66,000 worth of extra business which you could have gotten in no other way at that cost; and you *also* have added enough cash value to your good will to charge off the whole advertising campaign. Who in all this wide world but the non-advertising manufacturer is paying for your advertising?"

That manufacturer went back to his office and the matter stuck in his head so persistently that he couldn't shake it off. He became obsessed on the subject and talked it to other manufacturers at clubs and lunches until he became known by his ultra conservative associates as "getting to be an advertising crank."

The advertising agent didn't put the case quite strongly enough. The expenditure of \$10,000 for \$66,000 worth of business each year on the face of it doesn't look exciting, but when it is recollected that every bit of it means the *opening of new accounts* with dealer and public which, like insurance agent renewal premiums, earn profit without much further work for an indefinite future period, then a correct estimate can be made of the full returns of the advertising.

In a great deal of manufacturing where the margin of profit on the goods is small, on the one hand, and the retail price is inexorably fixed, and the tendency of manufacturers is to complain that if only they had more profit to work with *then* they would advertise—in all these cases the full effect of the striking truth that the *non-advertiser pays the advertiser's bills* should be allowed to sink in deep. In many cases the complaining manufacturers are themselves now helping to pay the bills of the advertising manufacturers, and they can't help themselves until they get out and advertise, too.

# Chicago Record-Herald Advertising Gains for May, 1909

During the month just closed The Record-Herald published

**1,261 Columns**

of display advertising, showing a gain over May, 1908, of

**196 Columns**

In classified advertising The Record-Herald showed a gain in May, 1909, over May, 1908, of over

**70 Columns**

During the first five months of 1909 The Record-Herald has gained in display advertising over the corresponding months of 1908 more than

**936 Columns**

These gains cover all classifications of high-grade advertising. No get-rich-quick or otherwise undesirable advertising is accepted by

*The*  
**Chicago Record-Herald**

# The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

There is being advertised in the city of New York, and possibly elsewhere, an article which stands no more chance of winning out than a snowflake on a hot stove. It has been advertised, in various ways, for some years. It was licked before it started. It has never arrived anywhere, and it never will.

This is why.

It is an article which must encounter about as fierce competition as any commodity possibly could.

Its name is foolish—most inappropriate and unfortunate.

Its price is too high, either by comparison with competitive articles or from the standpoint of intrinsic value.

Its characteristics are not such as to commend themselves permanently to the class of people who could afford to pay the price.

All these facts are perfectly obvious to any trained and experienced advertising man.

The concern behind this article apparently believes in it and is willing to spend money on it, although it surely should perceive by this time that it is a dead one—in fact, that it was stillborn.

\* \* \*

Now, what I want to know is this: Is the advertising agent, the magazine, the newspaper, the street-car man, justified in taking the money of this kind of an advertiser?

The advertising agent has service to sell. The others have space to sell. If the agent gives his best thought and effort to the carrying out of the instructions of his client, he may with some show of justice claim that he has performed his full duty. If the newspapers and other mediums deliver the goods in the form of space and circulation, they may say that they

have done all that they should be expected to do.

Similarly might the dentist, who pulled out all the patient's perfectly sound teeth excuse his action—the man said he wanted 'em out.

An advertising man has no business to allow, or, rather, to be a party to spending money on either a dishonest or a hopeless proposition. One is as bad as the other. If an advertising agent believes and knows that an article has a name that will kill it, that the price is wrong, that it won't sell in profitable quantities, or that it is a loser for any other reason, it is his sacred duty to say so, and, unless he can be shown that he is wrong, to refuse to have anything to do with it.

Some do this. Others don't.

\* \* \*

As far as mediums are concerned, space is hard to fill. If an advertised article is what it claims to be, and the advertising does not belong in the objectionable class, the magazine, or whatever medium, is not likely to look farther into the matter. It protects its readers and delivers the circulation it claims. Why should it bother with anything else?

For this reason. The man who buys space is not buying white paper, but transportation to and influence with a certain number of people. If he gets nothing but transportation, he gets nothing at all. If for any reason the magazine or other medium cannot deliver the influence which leads to sales, then the advertiser is defrauded of his money. This is his fault if the weak spots in his proposition are not apparent to the medium. It is in part the medium's fault if, in the light of superior training and experience, its advertising management can foresee the disaster which the advertiser is

courting. Of course somebody else will get that advertiser's money. All right. Never mind.

I do not say that it is the duty of a medium to go exhaustively into the prospects of success on the part of a new advertiser before accepting his copy. That would be asking too much. But when a proposition seems foredoomed to failure, and when the advertising management of the medium sees, from previous experiences, the shadow of that failure projecting itself in the near perspective—then the medium has no moral right to take the advertiser's money.

Honesty is more than a passive virtue.

\* \* \*

The New York *Evening Mail* is running daily talks on advertising, averaging about a column, set in large type and capitalized after the passionate Brisbane method. The talks are evidently causing a great deal of mild excitement, which seems strange until you come to think it over. Not that they are not good stuff, for they are. Those which deal with the everyday experiences of advertisers are very interesting, as such things always are. Otherwise the talks say nothing that hasn't been said before.

The real reason why they have aroused so much interest is the strange place in which they make their appearance. Printed in PRINTERS' INK they wouldn't make much of a disturbance—in fact, I doubt if many of them would get past the editor. But printed in a newspaper they become truly remarkable, as that is about the last place on earth in which one would expect anything resembling plain horse-sense in advertising matters.

Few newspapers really believe in advertising. Those which do haven't the slightest idea of the way to go about it. With few exceptions, the only good advertising ever done for newspapers is that for which their New York managers of foreign advertising are responsible—the special agents. When the home office tackles the job it almost invariably flunks.

When a newspaper thinks it

ought to do some advertising in its own columns it generally turns the job over to a cartoonist, who forthwith produces a "comic" which has nothing whatever to do with the subject in hand, and writes the copy to go with it—generally in sloshy doggerel. If a circular letter or other matter is to go out through the mails to advertisers and agents, what shall it talk about? Naturally, the villainous character of some competitor which claims, with hideous effrontery, that it has 700 more circulation in the gas house district



than we have. Isn't that the most interesting and valuable line of conversation that could possibly be given to the advertiser?

Advertising men and all others interested in the subject are so used to this sort of thing that when a newspaper does something of a sensible nature, as the *Mail* is doing now, it creates almost as much of a sensation as a goldfish would in a clam chowder.

\* \* \*

A number of advertisers are making an amusing effort to use Theodorus Africanus in such a way that there can't be any big

stick comeback. Here is one which shows us that UMC cartridges are "Going into Africa" by the camel load, inferentially for the use of the mightiest of all hunters, although the ad carefully refrains from saying so. A big newspaper ad of Winchester rifles shows a charging rhinoceros of most alarming aspect, and advises us that "the shots that will be heard

## WINCHESTER



### Coming Events Cast Their Shadows

around the world this year will be fired from Winchester rifles." No direct reference to Theodore, though.

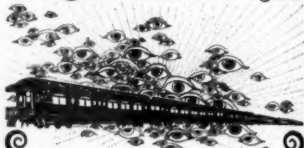
Why this coyness? If the strenuous one took our cartridges and rifles into Africa with him, why not say so instead of stammering and burbling about it? Who would object? Certainly not the hunter. He is himself the greatest of all advertisers. He is heard around the world whether he shoots a gun or not. He was never known to miss a publicity trick in all his life, and ought to be, and probably is, the last of all living creatures to object to being used as an advertising medium for others.

\* \* \*

Timid, modest folks, who make very sure that the shades are carefully drawn before they get ready

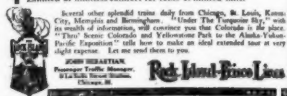
for bed, may be a trifle nervous about taking a train advertised after the fashion of the Rocky Mountain Limited. A thousand

## The Road of a Thousand Eyes



### The way is watched. On The Rocky Mountain Limited

—Chicago to Colorado—a thousand eyes insure your safety. Every mile of track is scanned every day. The mail-bed is sound and firm. You can leave care behind you from the time you start until you stop. The Limited of limitless comfort for folks of limited time.



eyes are too many. A man would hesitate about taking a sly nip from his private flask on a train of so many eyes, and no real lady would dare think of going to bed.

\* \* \*

Some of our friends, the advertising managers of magazines, are storing up wrath against a day of reckoning. They have a new dodge which they think will make it sure that their circulars get to the man they want to reach. They register them. In an agency where there are seven men on the offending magazine's mailing list, it takes about an hour for an office boy to chase around and get all the necessary signatures. When the recipient of one of these important communications has stopped his work to sign his name a few times, opened the registered letter, and found that it contains the information that the net page rate of the Wordless Weekly will be advanced to \$248.50 on August 1, 1911, he is unfitted for anything except profanity for the rest of that day. As a means for making lifelong enemies this scheme has plain insult beaten forty ways from the ace.



"If a man can make a better book, preach  
 "a better sermon or make a better mouse-  
 "trap than his neighbor, though he build  
 "his house in the woods the world will  
 "make a beaten track to his door."

—EMERSON.

The author's conclusion would not be true if he did not presuppose an audience that would advertise the good news.

Good and persistent advertising in publications like McClure's—The Market-place of the World—will not only make the work of your salesmen and testimony of satisfied users of your product more effective, but it will sell goods to those whom your salesman and clients never see.

Thousands buy McClure's year after year because they like to read it.

Hundreds use The Market-place of the World year after year because it pays.

*Josiah Judson Hazen*

Egerton Chichester  
 Penn Mutual Bldg., Boston

Ernest F. Clymer  
 Tribune Bldg., Chicago

*Advertising Manager*

44 East 23d Street,  
 New York.



## Circulation Economics

Accordant with Social Progress—ways and means of distributing products must be constantly adapted or changed.

Advertising—the chiefest factor in this commercial evolution—has hitherto been inclined to meet changing conditions by a modification of appeal—or a recasting of lists of media.

Experiment succeeding experiment.

\* \* \*

To-day—however—there is evidence of more complete and accurate diagnoses of problems in the utilization of the one medium that can furnish circulation *when* and *where* desired—a medium that is in itself a most vital factor in the development of every community and most industries.

*Street car successes are too obvious to escape recognition. Accurate records for comparison sent at your request.*

\* \* \*

We are exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

### STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE : : FLATIRON BUILDING  
NEW YORK

Western Office  
First National Bank Bldg.  
Chicago

Pacific Coast Office  
Humboldt Bank Bldg.  
San Francisco



## DETERIORATION OF ADVERTISED GOODS.

GREAT INJURY DONE TO VALUABLE ASSETS BY ALLOWING DETERIORATION—CONCRETE INSTANCES OF SEVERE LOSS.

*By John S. Grey.*

A certain brand of imported tea, which, for obvious reasons, shall be nameless, made a big reputation in America some years ago because of its high quality and fairly reasonable price. So good was it that it became firmly established in many households in the chief cities of this country, and it was always alluded to as the standard among imported teas of moderate price. It is almost certain that an excellent demand for this tea—and an apparently permanent one—was created, but within the past year or so the sales have fallen off to a great extent, not because better teas were introduced at the price, but because the quality of this particular one began to deteriorate most markedly.

First, there came a diminution in the advertising of this brand of tea, and then a gradual substitution of inferior qualities. In recent weeks the sealed packages have contained little less than the commonest grades of tea, but the prices have never been reduced, neither has any reason been given for the change. But the change has been so decided that it is questionable if one-fourth the quantity of this tea is sold now that was sold a single year ago.

The absurdity of this as a business move cannot be exaggerated. To lay out a good many thousands of dollars in order to establish a reputation in a foreign country; to gain the goodwill and custom of the better class families and then to deliberately destroy all the confidence thus created by substituting inferior qualities would seem to be nothing short of suicidal. The boast has always been made about the careful testing of this tea when picked on the plantation. An accidental deterioration would therefore be almost impossible, and, if by chance it happened once

or twice, it could not affect the entire supply for a year or more.

It is reasonably certain, therefore, that the proprietors of this tea know about its impairment. They know that they are selling a far lower grade of tea than they advertise, or that buyers expect—from previous purchases. They surely cannot be stupid enough to believe that Americans are going to continue to accept goods that will not come up to the former standard, and for which the former price is demanded.

Only the other day the present writer heard this particular brand of tea characterized as "sweepings" when a package of it was opened, and he cannot deny that the term was well merited. Certainly there was far more than tea in the contents of the package, hay and straw playing not inconspicuous parts therein. The marvel is that any modern business firm should suppose that such a thing could be done here or elsewhere without killing the whole trade. The flood of complaints which the firm must have received of late ought to convince them of the folly of such a belief.

It is not possible nowadays to prosper on the sale of poor goods by reason of the advertising of good ones in the past. One has to not only "make good" but to continue making good in order to enjoy a permanent trade. If you set a standard in your goods you must live up to that standard continuously or you will surely lose all you have gained in trying to establish it. You may enjoy the fruits of past advertising provided your goods are as meritorious as when the advertising was being done, but even continuous or increased advertising is not going to keep up a steady trade if the goods advertised are permitted to deteriorate in quality.

The writer remembers an instance of the kind happening in England some twenty-five years ago, and the article was a standard brand of bottled ale, with a reputation of half a century. Owing to the death of the head of the brewing house, a change in the management became necessary

and a relative who had a great leaning toward economy assumed control. He began at once to cut down expenses, and the cost of hops and malt figured largely in his estimates. He saw a way to "save" several thousand pounds a year and he put his plan into practice. The master brewer, who was a high salaried man, would not stand for a "cut" in his pay, and he went to a rival brewery.

The advertising appropriation was also cut to save money, and it took the new manager about three and a half years to wreck the brewery and put it into the hands of a receiver! It had always been a good paying business before he took charge, but he effectually killed the name forever, with cheap ale that was no more like the original brew than water is like wine. There is no longer any brewery of that name in England, but a generation ago it ranked in the second class at least.

Price may be a potent factor in the selling of goods, but equal to it in importance is quality, and that once established should never be allowed to deteriorate.

### STRIKING DOUBLE CENTERS IN THE "POST."

INCREASING USE OF THIS CENTRAL ADVERTISING LIMELIGHT—ITS HELP IN DEVELOPING ADVERTISERS—REACHING DEALERS WITH IT.

Advertising men have watched with increasing interest the growing tendency of large concerns to use double centers in the *Saturday Evening Post* for very practical and businesslike purposes. Every one of the many double-page spreads, which have recently been appearing, has had significant interest and its effectiveness was realized at once.

It is safe to say that these double centers have helped all advertising men to argue their case. One of the difficulties of persuading business men of the value of advertising, in the past, has been that for the reason that they read little advertising themselves they were inclined to be sceptical about advertising in general. The *Saturday Evening Post's* double centers, however, they have themselves read, and by a simple process of logic, big business men have comprehended more than ever before that other people are reading them, too.

One of the strongest and best of these double centers was the recent one issued by the United



Cigars Stores Company. Probably no concern in the country will get more out of a double center in the *Post* than this concern, with its great national distribution. Printed in colors, it made a remarkable ad, which was read from coast to coast.

Another significant tendency in these double centers has been the discovery that a large number of merchants read the *Post* and can be reached very effectively. An advertiser recently remarked that he got more replies from merchants through the *Post* than he got through any class medium of advertising he ever tried. The Royal Tailors, in the issue of June 5th, recognize this with a double center addressed exclusively to merchants, clothiers and haberdashers, using some very effective copy.

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# Wanted—Three Men

## For the *Fastest Growing Magazine in America*

**BUSINESS MANAGER**—To fill this job an experience with printing in a large way is, I believe, absolutely necessary. A man must understand paper, press work, engraving and the other details of manufacturing a large edition of a magazine. In addition to this he must have the ability to supervise the working of the accounting department so that the books are kept right, and reports come through promptly and in definite order. He must know how to eliminate waste and have a knack at handling finances. This would be an excellent position for an experienced magazine business manager. Failing to find such a man, we would be inclined to try a newspaper business manager if he was not too old and set in his ways. It is useless for a good-natured, ladylike individual to apply for this position. We've got to have some man who is aggressive, vigorous and wide-awake all the time. Such a man can get almost any salary within reason, but he will first have to show that he can make good.

**CIRCULATION MANAGER**—Must understand both the news-stand end and the subscription end. For this position we want an executive, a man who can direct the work of a well organized circulation department. The salary here will be big enough to attract the best man in America. Here's an opportunity well worth while.

**EDITORIAL MAN**—We have one vacancy in our editorial department for an able executive man. We have had good luck with ambitious young men from small city dailies. This opening is a splendid chance for energy and brains to put their owner to the front. Salary fair at the start, growing larger as the man grows more useful.

I am always glad to receive a photograph from the man who is considering a job with us. Also I will read a very long letter from such a man. Everything he tells me will be regarded as entirely confidential.

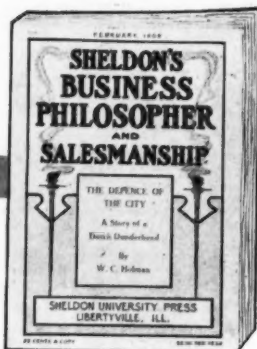
**BENJ. B. HAMPTON**

*Hampton's Magazine*

66 WEST 35TH STREET

NEW YORK

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## Sales—More Sales

If you want to reach 17,000 loyal, brainy, successful and prosperous men you can do it in the advertising columns of Sheldon's Business Philosopher and Salesmanship.

If you will give me just ten minutes of your time I can forever convince you that this medium is just the one you *need*. And more than that if you want sales among these men you *must* have it. It is an absolute fact that there is no other *certain* way of reaching this profitable clientele.

\* \* \*

Nothing *I* can say in sustaining my claims for the Business

Philosopher is one-half so convincing as the unprejudiced testimony of men who have used its advertising columns with great profit and who have nothing to gain in endorsing them. These endorsements I will gladly send upon inquiry.

\* \* \*

The rate for the present is \$50 per page—5% discount on 6 time orders—10% on 12 time orders. Forms close on the first of the month preceding date of issue. Write me—or ask your advertising agent to do so.

A. F. SHELDON, Editor.

**Sheldon University Press**  
Libertyville, Ill.

Sheldon's  
**Business Philosopher**  
and Salesmanship

## A NATIONAL SUBSCRIPTION ORGANIZATION.

"EVERYBODY'S," "COLLIER'S," "SUCCESS," THE "DELINEATOR" AND "AMERICAN BOY" IN A PLAN OF E. G. LEWIS' TO ESTABLISH PERMANENT SUBSCRIPTION METHODS.

E. G. Lewis, of St. Louis, has dreamed another dream which, like others of his dreams, is fast becoming a reality, because based on a foundation of practicability.

This time the dream is that of a national organization, permanently organized with local chapter houses like a fraternity, which would be the assembling point of a plant for a great national subscription business with assurance of automatic renewal from year to year.

Already the magazines have joined in the development of this idea and *Collier's*, *Success*, *Everybody's*, the *Delineator*, the *American Boy*, the *Farm Journal* and Mr. Lewis's own publications are in it and it has now been decided to restrict the plan to these magazines. "In my judgment, however," said Mr. Lewis, "the league organization will be thrown open eventually to all high-class publishers."

"With the spread of this organization throughout the United States and its permanent establishment, by means of the erection of the beautiful local chapter houses which are now rapidly being built in various sections of the country, it will be of a character to enable a reputable publisher complying with the requirements to enter his order with the league for any given number of subscriptions in any definite locality and this order would then be transmitted to the secretaries of the chapters in that locality, state or number of states, and the order filled by the chapter organization just as any sales organization would be handled.

Already 700 local chapter organizations have been organized and the headquarters buildings are in course of construction and will be completed this year. About seven-

teen local chapter houses are in course of construction. It seems as if the plan is taking hold very effectively.

"When some two years ago," says Mr. Lewis, "the publications of The Lewis Publishing Company were arbitrarily struck down and debarred from the mails without even a hearing in their own defense, I began to grasp the real significance of the present position of the publisher in relation to the subscription end, and I determined that as we must start all over and build our publications again from the ground up, that this time we would build them up on a totally different basis—one sound in its economical and business point of view and one in which the subscription revenue would be the principal factor and the advertising revenue a secondary consideration. In looking over the proposition, I saw that it would be necessary in order to accomplish this, to create and organize a national organization, through which, not only would the original new subscriber be obtained, but a permanency would be created which would insure the automatic renewal of that subscription from year to year. Taking then, as a basis, the subscription revenue of six great publishing houses mentioned above of eight million dollars per year, it struck me that if such an organization could be created and should receive for its maintenance and for the benefit of its members (instead of endless schemes and catchpenny plans, premiums and commissions of questionable value) fifty per cent of the subscription revenue of these combined publications, paid into a central trust fund, this would give such an organization an annual income of four million dollars per year, on the basis of the present subscription of those publications, not allowing for any increase in their subscription, but simply for the renewal of what they now have.

"I therefore devised the plan of uniting and co-operating with the women's clubs and societies and organizations throughout America, they constituting a national per-

manent subscription organization and we, with such other publishers as were invited into the plan—only the very foremost and highest standard publications being considered at all—constituting the manufacturing or producing end, the subscription revenue being divided equally between the two ends—The American Woman's League and the publishers. Following out this plan, wherever a given number of women become members of the league, through the single simple requirement of securing a total of \$52 each in subscriptions to any and all of the publications concerned, a permanent local chapter house, beautiful in design, costly in construction and equipment, is immediately erected. These chapter houses are the property of the league organization itself, but their use is free to all the chapter members. In connection with this national organization is the central organization at University City, which includes the erection here of a great correspondence university, the first of whose buildings is now in the course of completion, the six combined buildings to be completed within the present year at a total cost of a million dollars, and all courses of this university in all its several branches of instruction—the arts, the sciences, the trades, the professions, and even the elementary courses, from the kindergarten up to a commercial school education—are free for life to all members of the league by correspondence, with post-graduate courses of actual practical work and instruction here under the masters at University City.

"There are several other general divisions of the league, such as the circulating musical library, each chapter being supplied with the finest concert grand phonographic instrument and receiving each week from thirty to fifty of the best musical records obtainable, these records circulating from chapter to chapter; a series of weekly lecture courses, the services of the best lecturers now being arranged for.

"The business basis of this to the publishers is as follows: We

already have over 700 local chapter organizations with a vast independent membership spread throughout the nation, increasing at a rapid rate. Each local chapter receives as an income for the maintenance of its chapter house, twenty-five per cent of the entire subscription revenue of all publications in the plan from its jurisdiction, the secretary of the local chapter being a paid officer, whose duty it is to look after the renewal of these subscriptions, with the assistance and moral support of the entire local chapter membership. The league itself receives fifty per cent of the gross subscription income, both new and renewal, of the united publications. Deducting from it, first the cost of the local chapter houses throughout the country and the erection and equipment and endowment of its central organization, the league will still have left to it an enormous annual revenue sufficient to add constantly increasing benefits to its membership. The publisher, on the other hand, has his entire subscription detail taken off his hands. He receives fifty per cent of his subscription price net cash, with the subscription. The thousands of renewals and expirations are a matter of record with the league organization and its local chapters, and the entire expense of the renewal of these subscriptions as well as the obtaining of a constantly increasing new subscription, comes out of the league's fifty per cent.

"There is food for a good deal of thought in this proposition, which is no longer an experiment, the net cash subscription income of the Lewis Publishing Company in the past three months having greatly exceeded its entire gross subscription income for any three years previous combined. I think the effect of it on each of the journals which are now coming into the plan with us will be to several times double their present subscription and to place their entire circulation on the basis of fifty per cent net cash of their subscription price, both new and renewal."

# 86.8% SEND CHECKS

## Two Days'

### *Renewal* Payments

(June 2nd and 3rd, 1909)

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Total Number Payments, - - 1,176

|                       |         |       |   |       |
|-----------------------|---------|-------|---|-------|
| By Checks             | - - - - | 1,020 | - | 86.8% |
| By Money Order        | - -     | 85    | - | 7.2%  |
| By Draft              | - - - - | 51    | - | 4.3%  |
| By Currency or Stamps | -       | 20    | - | 1.7%  |

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1,176

NOTE: We do not club with other magazines. We do not give premiums to renewal subscribers.

These figures show that 86.8 per cent, or 173,600, subscribers out of a total of 200,000, have personal bank accounts.

Circulation so carefully selected, so solidly built, is marketable at a 50 per cent higher rate than we are *now charging*.

Average circulation for the next 12 months, 200,000 copies at *one-half a cent per line per thousand*.

Rate, \$1.00 per line

# The Literary Digest

37,913 Lines of Paid Advertising Printed  
in May, 1909.

# Wide-Awake

who have not already arranged

# Hearst News

should do so without delay, because it has complete facilities for collecting news both from the East and the West, and is more efficient than any other news agency or press.

The BEST TALENT that money can buy is employed in the service, and the service is crisp and authentic, and the dispatches are of the greatest possible dispatch.

The Hearst News Service has demonstrated its efficiency in covering great news events.

## THE HEARST NEWS

*The Twenty-four Hour Service*

200 WILLIAM STREET





# ake Publishers

ot already arranged for the

# News Service

elay, cause it has more modern and  
lecting both foreign and domestic news  
gency or press association on earth.

hat they can secure is employed, and  
authentic, and is handled with the

e have demonstrated time and again its  
t new events.

# T NEWS SERVICE

y-for *Hour Service*

✧ ✧ ✧ ✧ NEW YORK

# FREE AD.SETTING & ELECTROS

We will set and electrotype, free of charge, any ads. placed through this agency, newspapers or magazines, to the amount of \$100. for every inch ad. (or smaller) and every six electros. Special arrangements for larger copy. We are the only agency specially equipped for ad. setting and electrotyping. Our type includes strong display fonts, also body fonts down to 3½ point or "Brilliant," and expert ad. setters do our work. Our charges for drawings, etchings, etc., are very moderate, and our copy, booklets, and general agency service unsurpassed. Tell us the papers you use and we will send estimate. We want your business; let us prove that we deserve it.

**PARKER-BARRETT ADVERTISING  
AGENCY**  
324 Dearborn Street, Chicago

# Lincoln Freie Presse

**GERMAN WEEKLY**

LINCOLN, NEB.

**Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electios. Rate, 35 cents.**

**Actual average circulation 142,440**

**Omaha  
Tribüne**

Only German paper in Omaha, Neb.

### Combined Circulation of

NEBRASKA TRIBÜNE  
OMAHA TRIBÜNE  
WESTLICHE PRESSE  
POST TRIBÜNE

Consolidated German Papers of Omaha

The Omaha Tribune is the leading political organ of the Germans of Nebraska

Covers not only Omaha, the Western Metropolis, with its 30,000 Germans, but reaches over 400 post offices of the State.

**You'll get results if you use us**  
*Rates on application*

**"PRINTERS' INK'S" CON-  
STRUCTIVE CAMPAIGNS  
START AN ADVER-  
TISER.**

LAYOUT FOR WOOLEN AD USED BY WAWANDA COMPANY ALMOST EXACTLY AS PREPARED BY "PRINTERS' INK" — A DIRECT-TO-CONSUMER SILK CAMPAIGN.

When PRINTERS' INK started its series of constructive suggestions for advertising lines of goods not advertised before, it had in mind to influence manufacturers who



have never advertised before. Backed up by the peculiar respect in which PRINTERS' INK is held, as the "Little Schoolmaster" of advertising, it was believed that these articles would be of great assistance in bringing manufacturers to realize their opportunities.

There have been a number of evidences that these articles were bearing fruit, but some June magazines contain evidence of one new national advertiser who has not only applied the lessons the Little Schoolmaster has been supplying, but has actually used the layout of the ad from the imaginary ad published in **PRINTERS' INK** for April 14.

## "COLLIER'S" BEGINS ARTICLES ON ADVERTISING.

SAMUEL HOPKINS ADAMS STARTS A SERIES OF ARTICLES WITH A VERY INTERESTING PURPOSE—EDUCATING THE PUBLIC TO UNDERSTAND ADVERTISING POLICIES.

That advertising is a matter of general national interest, worth a series of strong articles from the pen of so trained a writer as Samuel Hopkins Adams, is shown by the beginning of a series of such articles in *Collier's*.

Under the general title of "The New World of Trade" Mr. Adams has started a series of articles, the first one of which, "The Art of Advertising," has already appeared.

The significance of this series of articles lies in the attempt to educate the public to appreciate what the publishers of a magazine like *Collier's* are doing for the benefit of the public, at great annual sacrifice of possible profit. The series will expose some of the deceptions of advertising, and make clear the sifting process which eliminates objectionable advertisers and safeguards the public.

In other words, the series of articles will have the effect of putting squarely up to the public the matter of a discriminating advertising policy and show that it is the public's turn to loyally reward the advertisers of legitimate propositions by discriminating in favor of them at every opportunity, and properly regarding them as the most reliable of all concerns to deal with.

This is a series of articles which has long been needed. Although so closely dependent on the public for success, advertising men have not before this attempted to come before the public with information concerning the advertising pages and what was being done to safeguard them. The *Good Housekeeping* series of articles were a step in the right direction and the *Collier* articles are stronger because they come from a trained and impartial ob-

server in whom the public has confidence.

The effect of these articles will unquestionably be the strengthening of public confidence in the manufacturer who advertises not only in *Collier's* but in every magazine which observes anything like the remarkable care which *Collier's* exercises in admitting advertisers.

### CAN'T AFFORD TO MISS IT.

UNITED KANSAS PORTLAND CEMENT CO.  
KANSAS CITY, MO., May 27, 1909.  
Editor of PRINTERS' INK:

I have been buying occasional numbers of PRINTERS' INK at the local newsstands, but have just discovered that your paper has become so valuable that I cannot afford to miss a single number.

You will find enclosed \$2 for a year's subscription.

F. T. SINGLETON,  
Advertising Manager.

A new weekly called the *American Suffragette* began publication this week in New York.

## New York Herald Syndicate

### Special Cable and Telegraph Service

#### FEATURES FOR SUNDAY PAPERS INCLUDE

Advance Paris Fashions, the Page for Misses, the Story of a Society Girl, Would You Convict on Circumstantial Evidence? the Children's Page, Thrilling Lives and Adventures of Chevalier de Gadabout, &c.

These are in addition to the Sunday Comic and Color pages, which include Little Nemo in Slumberland, Cynthia Blythe, Buster Brown, Marseleen, Tiny Tads and Johnny Quack.

The Daily Features Include News Matrices and Photographs on All Interesting Subjects.

For particulars of any service apply to

**New York Herald Syndicate**  
Herald Square, New York City

Canadian Branch: Desbarats  
Bldg., Montreal, Canada.

## WOMEN'S MAGAZINES AND THEIR GROWING POWER.

TOTAL VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES HAS INCREASED RAPIDLY—PREDOMINANCE OF WOMEN IN BUYING ANALYZED.

By G. Albert Strauss.

For every man's magazine there are ten or twenty women's magazines. Is there "a reason?"

Yes, there are reasons. It has been thrashed out in *PRINTERS' INK*, and elsewhere, that women buy a great bulk of the world's merchandise. You can't mutilate the fact by whatever lengthy argument you pursue. The farm papers have tried to show that men buy most of the merchandise; but I notice that the farm papers have plenty of "women's stuff" in their editorial columns, and that it is possibly due to a conviction that farm papers are *family* magazines (which means that woman looms up large in it), that Macbeth lamps, Eddystone Prints, women's shoes, carpet sweepers, etc., are now in farm papers.

Others have tried to prove that because a great many checks and orders for home merchandise are signed by men that men really select the goods—but it is jumping too soon at a conclusion. The man may write the letter and sign the check, but he does it because the lady of the house tells him to, because the bank account is in his name.

Which magazine gets the most money per line and has the record circulation of the world? The *Ladies' Home Journal*. Which magazine, by starting as a purely fashion magazine, has come to be one of the biggest advertising markets existing for all kinds of family goods? The *Delineator*, and the rest of the Butterick Trio. And when you think of the *Woman's Home Companion* and *Good Housekeeping*, *McCall's*, *Harper's Bazaar*, the *Housekeeper*, *Ladies' World* and *Pictorial Review*, making eleven of the strongest mediums in the whole battery of magazines, and all devoted to women's interests exclusively—what remains to be said about the re-

markable power of the woman's field?

If we examine the total agate line figures in the women's magazines for June of the last three years, one will see some very interesting things. In June, 1907, the total volume of business in thirteen women's magazines was 158,172 lines. In June, 1908, the total volume in twelve women's magazines was 146,294 (with the panic at its height). In June, 1909, the total lines carried in thirteen women's magazines was 183,233.

These figures get their strength by contrast with some years ago. In June, 1905, there was a total of but 119,431 lines, and five years before that there was not one-half of that amount. The total number of lines carried in a recent normal year in the women's magazines runs up to about 2,500,000 lines, which is nearly one-third of the total advertising carried by all other magazines.

But this is not nearly all the strength shown in women's advertising. The proportion of women's goods advertised in the general magazines is about one-half—based on not counting furnaces, etc., with women's goods.

Here is a showing which is remarkable in a number of ways and has a pretty strong significance. In the first place it shows that the sharp lines between women and men in advertising is misleading. The large women's magazines have become almost as general as the so-called general magazines, which in turn have become almost as "womanish" as the women's magazines. The same things are advertised in both, almost without discrimination. The conclusion is forced upon the observer that perhaps too much emphasis can be placed on women's things as contrasted with men's, but that nevertheless it is evident that the interest of women in merchandise is the predominant interest.

There can be no other conclusion when in addition the following list of women's publications is contemplated—practically all of them enjoying good patronage: *Dressmaking at Home*, *American Home Monthly*, *Modern Priscilla*,

*Woman's Magazine, Woman's National Daily, Dress, Toilettes, Vogue, Style Book, Mother's Magazine, House Beautiful, Cooking School Magazine, National Food Magazine, Home Needlework, Woman's Farm Journal, Gentlewoman, Housewife, Western Home Monthly, Holland's Magazine, Woman's Journal, Everyday Housekeeping, Woman's World, etc.*

### NOT A NEW THING.

SHELDON UNIVERSITY.  
LIBERTYVILLE, ILL., May 29, 1909.  
EDITOR OF PRINTERS' INK:..

Class me not with those jaundiced gentlemen who are experts in the gentle art of knocking. I have read the literature of the Optimists' Club, have seen "Smile" signs galore, and even as I write there smiles at me that imp of gladness, yclept Billikin.

But it does make me sore when the bright young men of the Quaker Oats Company make such a hullabaloo over this food shot from guns business.

It is attention-getting advertising. I have read it all, and have eaten my share of the food so faithfully described. I can't kick at either the copy or the stuff advertised.

But I can and do object to the young men advertising this as a new thing.

The other day I took down my file of PRINTERS' INK, in which was described in detail the excursion arranged by General Traffic Manager Moses, who desired to lead the Israelites to what he described in his advertisements and circular matter as The Promised Land. PRINTERS' INK of that time commented favorably editorially upon the enterprise and hustle displayed by Moses, who had just been promoted to his position.

Moses had received much of his training on the Hearst newspapers and liked to get the attention of the populace with the help of spectacular stunts. Therefore, instead of feeding his excursionists at the regular Fred Harvey restaurants, he arranged a series of Manna Feedfests.

With guns specially constructed to do the work, he shot a mixture of Gold Medal Flour and other stuff into the air. The article in PRINTERS' INK does not describe just how this was done. But it does say that the populace was de-lighted with the food, which was called manna, which fell apparently from the skies.

As I said before, I am not a knocker—as everyone who reads my amusing stuff knows—but I do think Traffic Manager Moses ought to be given credit for his initiative and progressiveness.

Let us take the blinders from the eyes of Justice.

Then, as Dowie would say, "Peace be to thee."

Yours wrathfully,

THOMAS DREIER,  
Managing Editor,

## It is a wise publication that knows its own territory

We know The Housekeeper does not cover the whole United States like a blanket, but it does cover that stretch of country between the Alleghanies and the Rockies, and by "cover" we mean reaching over three hundred thousand desirable housewives.

These housewives are directly or indirectly supported by the products of the soil, so that this year they have more money to spend for necessities and luxuries than any other set of housewives in the country, and the Housekeeper reaches them.

**THE HOUSEKEEPER** has a proved circulation of 341,900, of which 250,000 is concentrated in the district known as the Middle West.

Forms for August close June 25th.

**FRANK L. E. GAUSS, Advertising Manager**  
Tribune Building, Chicago

Boston—8 Beacon Street

New York—1208 St. James Building

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDRICK, Managing Editor

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New York, June 9, 1909.

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## Public Spirit- ed Educa- tional Ad- vertising

In the article printed in this issue showing the need for more educational advertising, with suggested examples, there is a line of thought that is highly suggestive. It is also timely, following the recent interview on the subject of public spirit, by Mr. Hamilton, of Wanamaker's.

Only a few broad manufacturers have realized that by advertising to educate the public toward better standards of every kind—whether in taste, culture, dietetics, sanitation, hygiene or many other things—they are building for better business and more of it. Yet it is a real fact that larger sales and more plain profit depend on nothing so much as increased knowledge of hygiene, sensible living, scientific cooking, good sanitation and even on higher percentage of intelligence and individual happiness. The magazines, with their progressive articles, have been a highly important factor to

this end, and the newspapers have done monumental work.

But no editorial matter can do it one-tenth as concretely and practically as a series of ads. It can go into details and definite instructions that would be out of place in an article. Furthermore, no concern on earth, not even a magazine, has so businesslike and direct an interest in doing it as a manufacturer of goods of quality. To acquaint the public of the dietetic value of foods that are neglected; to turn attention to the need for appliances and means to accomplish better sanitation, etc., to argue educationally, for all kinds of merchandise that increases comfort, health and good living conditions, is not a philanthropic effort, but a strictly business effort.

Frequently one hears advertisers praised for improving general knowledge of sanitation, etc., in a tone that implies that it was unconscious and incidental, merely. If manufacturers do not realize that it should be made a broad conscious policy of business to educate the public up to better standards of living, then such manufacturers are not as intelligent business men as they might be.

Every child who dies in a big city because of ignorance, infected milk, poor food, housing and sanitation, etc., is a *direct business loss* to every retail seller of goods and every national advertiser. When some careful attention was paid some years ago to causes of infant mortality in a prominent city, and 1,600 lives were saved that would otherwise lie under the sod, every retailer and advertiser was the gainer; and it needs no vivid imagination to see how. When the Milwaukee Merchants and Manufacturers' Association got together and financed the education of Milwaukee young men in technical schools, thereby increasing greatly the wage they could earn, they were not philanthropists primarily, but shrewd business men.

There is a great need for more educational advertising copy, specifically showing in series of ads

the uses and advantages of merchandise, and trying to build up a frame of mind and a general knowledge, which will make more customers. The only explanation of the limited trade of many manufacturers is the lack of knowledge on the part of the public concerning how or why the article would be advantageous to use. That lack remedied, the market has always opened immediately and splendidly. Van Camp, for instance, has done some striking *educational advertising* for both his beans and milk, and has increased by sheer educational force the general volume of consumption of his line of goods.

### **Magazine Reading in America**

Nothing in publishing history is so remarkable as the development of the magazine. From 1880 to 1905 dailies increased their aggregate circulation 491 per cent, while the monthly magazines show the remarkable advance of 690 per cent in the same period. In 1905 the monthlies had increased their figures over 1880 *by eight fold*.

The monthlies in 1905 had an aggregate circulation per issue of 64,306,155, as against only 8,000,000 in 1880.

The importance of the magazine in the life of the public has steadily advanced, and the demand for a national untrammelled organ of opinion, entertainment, campaigning and even muck-raking has grown without abatement until there is no parallel in any other country. Filson Young, an English writer who recently arrived here, makes the interesting and entirely correct observation that English writers turn to America for an audience, and that America has more magazine readers by far than any other country.

This increasing hold upon national attention which the magazines and live weeklies enjoy is of the utmost interest to advertisers. It means a more certain path to national distribution—a *n e n d* which should be a spur to the ambition of all enterprising manufacturers.

Magazine readers are apt to be unusually intelligent people, who especially enjoy reading. As one prominent publisher recently remarked, "The fatheads can't read my magazine—they've got to be intelligent and progressive to get any enjoyment out of the matter I print."

Magazines are constantly improving their national appeal and offsetting the census fact that in 1905 ten states contributed 91.6 per cent of their total circulation. There has been a strong tendency to provincialism in magazine publishing, but the taking up of many widely national subjects has made the eastern magazine publishing center more uniformly national.

The magazine habit has become an ingrained part of American nature, and touches all classes. Not only do people buy one magazine—the average magazine subscriber is a reader of at least one or two other periodicals. There are many who read ten or a dozen of them. So commonly acknowledged is the interest of the advertising pages that a magazine writer complained to the *New York Sun* recently of the competition of advertising pages in readability, and we have the now famous protest of Kipling against the tearing out of advertising pages from the magazines sent him from America.

### **Object Lessons in Three-in-One Oil**

In this issue is told an advertising story with two or three striking object lessons. Three-in-One Oil's beginning in its humble shed sounds like the story of Post of Grape Nuts fame, and it is very hard to fully comprehend that the great growth of this concern has taken place right before our eyes since scarcely yesterday, if one measures years as days, as they sometimes seem to be. Five years ago it was considered a "gamble"—by some. These two men "gambled," though *they* knew it was not gambling, and their faith has metamorphosed into cash, and lots of it.

This story ought to do much to chase out of the minds of business



men the now obsolete idea that advertising is in any sense a gamble. Advertising has no more element of chance than any other activity of life. As well might one say that all business or salesmanship is a gamble. Advertising, like any other business method, is a gamble for the man who tries to do things in blind ignorance; but to the men who know how it is far from a gamble.

The other significant object lesson in the story of the Three-in-One Oil is the now approaching ripening of the advertising harvest when it becomes time to give the advertising manufacturer the bulk of profit instead of the retailer. This is a perfectly fair and just equalization, if not carried too far. The retailer is entitled to more profit on an article being introduced than on one on which there is an established demand, and still more profit on an unadvertised product. He has to bear the whole burden of selling in the case of unadvertised products.

But the short-sighted mistake of many dealers has been that they cling to unadvertised products, believing that greater profit means more to them than selling advertised products. There is a widely growing realization of this mistake among retailers. Mr. Slee's opinion that if he was a retailer he would sell only advertised products, the item printed in this issue about an Alabama retailer's efforts to divert trade in nationally advertised goods to himself, and the recent description of the Philadelphia shoe dealer who now sells only nationally advertised shoes, all show which way the wind is blowing.

Three-in-One Oil's intention to cut down the present liberal retailer's profits, now that advertising has built a standard reputation for it, shows how much of an investment advertising can be to a manufacturer.

### **Whited Sepulchre Advertising**

One of the things advertising simply cannot do—for long—is to succeed in building up a business on false claims

and deteriorating quality. It would not be a knowing man who would say that no advertiser has succeeded on false claims, for there have been and are successful advertisers of this kind. But not only are they building for a sure fall some day, but when they fall they will carry with them, like Samson, a lot of pillars which will tumble on the heads of all advertisers.

The most deadly of all advertisers, however, is the kind described in an article in this issue—the concern which by advertising has secured that remarkably adhesive quality of prestige which only advertising can build up, and which for some reason has deserted the standards that has made it, and now, like a whited sepulchre, stands in the public eye, enticing without and rotten within.

Such advertisers are a common enemy to the advertising business, and, fortunately, there are not many of them.

Another viewpoint on the subject is strongly brought out in an editorial in the *New York Journal*:

When a conscientious business man dies, leaving behind him a widely advertised article of great merit, his successor, even if he were dishonest, would not dare cheat the public and diminish the quality of that article. He might as well burn up his furniture to save fuel as reduce quality to save money. Hurting the quality of an article with millions in advertising back of it would be equivalent to wrecking and throwing away that great investment, just as much as though the man set fire to his factory.

The recent advertising campaign of the Interborough Rapid Transit Company in New York to work up sentiment for a scheme of rapid transit has convinced the company of the general value of such publicity and it is now said that another campaign will be started to work up sentiment for a triborough subway plan.

For the first five months of 1909 *Leslie's Weekly* has not only more than doubled its circulation—now over the 170,000 mark—but its advertising pages show an increase of more than 140 per cent over 1908.

A. McKim, Ltd., Newspaper Advertising Agency at Montreal, has just issued a Canadian newspaper directory which is a very complete and authoritative analysis of Canadian newspapers.

# St. Paul Dispatch

Every Evening Except Sunday

and

# St. Paul Pioneer-Press

Morning and Sunday

beginning June 1st, will be published under the same management, and offer to general advertisers a morning and evening combination that completely covers its field.

The new subscription rate gives every reader in St. Paul a morning, evening and Sunday paper (13 issues) for 10 cents per week.

**DISPATCH PRINTING CO. } St. Paul, Minn.**  
**PIONEER-PRESS CO. }**

**O'MARA & ORMSBEE**

*Publishers' Representatives*

**Brunswick Building, New York**

**Tribune Building, Chicago**

## DEWEESE, HASKELL AND MAGAZINE ADVERTISING.

WILLIAM S. POWER & BRO.  
General Advertising Agents.  
PITTSBURG, PA., May 10, 1909.

## Editor of PRINTERS' INK:

There is only one worse thing can happen to a man than to have his most serious utterances treated as a joke, and that is to have his attempted humor accepted seriously.

My good friend, Mr. Haskell, president of the Carborundum Company, Niagara Falls, is a victim of this latter situation, and has received through your paper some very unjust and illogical criticism as a result.

The reason for it all is a very innocent little address that Mr. Haskell wrote for a luncheon of the Buffalo Ad Club some weeks ago.

Mr. Haskell could not be present at the luncheon himself, but at the urgent request of a friend, who was a member of the club, he wrote a little address, the sole and only aim of which was to amuse, and sent it down to be read in response to his name.

The address had to deal with magazine advertising, but it was simply a series of good-natured raps at friends of the writer, who were members of the club, magazine representatives and publishers who were also friends. It was so utterly factitious from start to finish that the writer never dreamed for a moment that anyone would accept it seriously.

In a recent issue of PRINTERS' INK, however, there is a letter from Mr. DeWeese, of the Shredded Wheat Company, in which that gentleman takes the liberty of saying several entirely unwarranted things about Mr. Haskell and expresses among other things the firm conviction that if Mr. Haskell ever expended any money in magazine advertising with the idea of increasing the sales of carborundum, he ought to be called upon by his board of directors to reimburse his company to that amount. He also states that Mr. Haskell is certainly an easy mark when he yields to the blandishments of smooth-tongued magazine representatives who persuade him that carborundum is a magazine proposition.

It is right at this point that I come into the game.

I have not been elected a special champion of Mr. Haskell, or anybody else, although I do want to say very frankly that I think Mr. DeWeese showed not only extreme bad taste, but lamentable ignorance of the situation and an inexcusable lack of all sense of humor when he wrote the letter that you published recently.

The thing I am particularly interested in, however, is the remarkable knowledge he displays of the conditions and possibilities attendant upon the advertising of Carborundum.

I have had charge of the Carborundum advertising for about ten years, and during that time the company's business has grown from quite a small volume to probably the largest abrasive business in the world. Some of the credit for this remarkable increase is due to advertising. A great deal of

it is due to the foresight and ability of the president of the company.

In the course of his supposedly humorous remarks Mr. Haskell did make this statement: "In the year 1907 we paid for advertising space in magazines the sum of \$6,138.50—during the same year we received orders in response to these advertisements to the aggregate amount of \$268.19."

And in making this statement he stated the exact truth, but he stated that truth entirely apart from its surroundings, and with no other thought than to amuse.

I do not know half as much about the advertising of shredded wheat as Mr. DeWeese seems to know about the advertising of carborundum, but I fancy that he could make a statement very similar to the one quoted above and speak just as truthfully as Mr. Haskell did.

Neither Carborundum nor Shredded Wheat are mail order propositions. The advertising of neither one is formulated with the idea of bringing direct sales, although it is quite probable that in Mr. DeWeese's experiences, as in our own, direct replies do come from time to time.

Carborundum specialties are sold through hardware dealers. Practically every man in the United States and a great many women are possible customers. There is just about as much sense in Mr. DeWeese's statement that the only right mediums for advertising Carborundum are the hardware trade papers as there would be for me to state that the only proper mediums for advertising Shredded Wheat would be grocery trade papers.

Now, I think in the light of all this, it is only right to both Mr. Haskell and myself that I state very briefly just what our experience really has been in magazine advertising.

The Carborundum advertising, of course, has all been intended primarily to influence the sale of Carborundum specialties through hardware dealers. We have now and then offered to send small articles by mail if they could not be obtained readily from dealers, but nobody connected with the advertising ever expected that these mail orders would accurately represent the value of the publicity.

As a pretty good indication of how well these advertisements served their purpose, however, I might state that during the first six months of 1908, owing to the business depression, the sales of all goods manufactured by the Carborundum Company decreased 20 6/10 per cent compared to the sales of all goods for the first six months of 1907.

During this same period, however, the particular line of goods advertised in the magazines increased 67 4/10 per cent.

I happen to know that during these same six months the sales of the largest competitor of the Carborundum Company in this same line of goods decreased quite largely.

WILLIAM S. POWER.

Poultry Success has established an advertising office in charge of F. S. Webb in Chicago.

For over half a century

## "HARPER'S"

has represented QUALITY. Circulation of the "HARPER" kind represents real purchasing power. It is circulation among refined people whose intelligent economy responds to the best-is-the-cheapest argument and yet whose pocket books permit a luxurious indulgence in anything from merchandise to literature which appeals to them. "HARPER" circulation means quality and solidity and advertisers in the "HARPER" publications are endowed with the "HARPER" prestige and dependability.

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HARPER & BROS., New York

## HAMILTON HOLT ON ADVERTISING.

Speaking before the University of California recently, Hamilton Holt, editor of the *Independent*, made the following comment on advertising:

"Leaving out of account a few stock phrases which deceive nobody, such as 'the most for the money,' 'the cheapest in the market,' etc., what is said about the goods to be sold is not in the least overdrawn. I have taken the pains to go over the advertising columns of the leading papers of New York during the month of February and with the exception of a few medical, financial and perhaps real estate advertisements, I could find absolutely nothing that on the face of it seemed fraudulent or even misleading. The advertisers have at last come to realize that it does not pay to overstate. You can now order your purchases by mail from the advertising pages of any reputable publication about as safely as over the counter of a store."

## BUSINESS FOR BILLBOARD CONCERNS.

THE RICHARD A. FOLEY ADVERTISING AGENCY.

NEW YORK OFFICE  
Room 814, Postal Telegraph Building  
253 Broadway.

PHILADELPHIA, June 3, 1909.

Editor of PRINTERS' INK:

We know PRINTERS' INK is a general exchange—we want to see if some live billboard concern is reading it—we would like to know if you can put us in touch with anyone who has for sale 250 bulletins, 10 ft. x 48 ft. along both the Pennsylvania and Reading lines, between Philadelphia and Atlantic City and between New York City and Philadelphia; also the Pennsylvania Railroad between Philadelphia and Harrisburg, and also on the lines between Philadelphia and Washington.

Anyone who has such bulletin boards for sale, for from one to three years, would do well to communicate with us, and we would be obliged to you if you could give us any information apart from that which we now have on file, which takes in the regular stands of several of the leading companies.

RICHARD A. FOLEY.

## ITS PROMPTTEST READER.

GENUINE BANGOR SLATE CO.  
EASTON, PA., June 4, 1909.

Editor of PRINTERS' INK:

PRINTERS' INK certainly makes good reading. I guess I am probably its promptest reader. I used to fall behind with it, and have two or three months' accumulation on my desk. To prevent that I now make it a practice to sit down and read it the day I get it. This takes only half an hour and keeps me up to the minute.

C. R. LIPPMAN,  
Advertising Manager.

# Busy Days Ahead

The World's Work, always hard at work in a cheerful way at the big things of life, looks forward with much enthusiasm to:

"Marvelous Pacific Coast Number," issue for August—an appraisal of the Pacific Coast country. Last day for copy, July 8th.

The early beginning of James J. Hill's notable series of articles: "The Future of the American People."

"The Way to Health," a subject appealing to more people now than any other—a constructive department each month.

Gifford Pinchot's articles on the Forest Conservation Movement.

The prime feature magazine for 1909-10. Remember this in making up Fall lists and be sure to include The World's Work.

DOUBLEDAY, PAGE & CO.

Chicago NEW YORK Boston

Note the star position of COUNTRY LIFE IN AMERICA in the summary on opposite page.

## JUNE MAGAZINES.

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

|                                 | Pages | Agate<br>Lines |
|---------------------------------|-------|----------------|
| Country Life in America (cols.) | 224   | 38,629         |
| Everybody's                     | 150   | 35,600         |
| McClure's                       | 139   | 31,220         |
| Review of Reviews               | 135   | 30,338         |
| System                          | 133   | 29,860         |
| Cosmopolitan                    | 126   | 28,418         |
| Munsey's                        | 119   | 26,726         |
| World's Work                    | 112   | 25,137         |
| Scribner's                      | 107   | 23,948         |
| Sunset                          | 100   | 22,400         |
| Harper's Monthly                | 95    | 21,381         |
| American Magazine               | 89    | 20,080         |
| Century Magazine                | 81    | 18,144         |
| Pacific Monthly                 | 80    | 17,920         |
| Hampton's Magazine              | 74    | 16,664         |
| Field and Stream                | 71    | 15,904         |
| Success (cols.)                 | 78    | 13,263         |
| Suburban Life (cols.)           | 74    | 12,608         |
| Outing Magazine                 | 53    | 11,872         |
| Uncle Remus's Magazine (cols.)  | 49    | 11,470         |
| Argosy                          | 48    | 10,794         |
| Red Book                        | 48    | 10,752         |
| International Studio (cols.)    | 72    | 10,134         |
| Garden Magazine (cols.)         | 72    | 10,080         |
| Outdoor Life                    | 44    | 9,856          |
| Recreation (cols.)              | 55    | 9,363          |
| Technical World                 | 39    | 8,942          |
| Ainslie's                       | 39    | 8,920          |
| Pearson's                       | 38    | 8,666          |
| Current Literature              | 38    | 8,512          |
| Amer. Homes and Gardens (cols.) | 48    | 8,355          |
| Van Norden                      | 35    | 7,952          |
| Theatre Magazine (cols.)        | 42    | 7,382          |
| National                        | 32    | 7,252          |
| Atlantic Monthly                | 31    | 7,007          |
| Circle (cols.)                  | 40    | 6,800          |
| Popular                         | 30    | 6,782          |
| Lippincott's                    | 28    | 6,440          |
| Metropolitan                    | 28    | 6,272          |
| Blue Book                       | 28    | 6,272          |
| Putnam's                        | 26    | 5,994          |
| American Boy (cols.)            | 27    | 5,540          |
| House and Garden (cols.)        | 38    | 5,356          |
| Smith's                         | 22    | 5,096          |
| All-Story                       | 21    | 4,872          |
| Human Life (cols.)              | 26    | 4,810          |
| Strand                          | 21    | 4,760          |
| St. Nicholas                    | 11    | 2,604          |

VOLUME OF ADVERTISING IN LEADING  
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

|                                |     |        |
|--------------------------------|-----|--------|
| Ladies' Home Journal (cols.)   | 126 | 25,200 |
| Woman's Home Companion (cols.) | 105 | 21,000 |
| Good Housekeeping              | 91  | 20,436 |
| Delicater (cols.)              | 95  | 19,000 |
| Designer (cols.)               | 82  | 16,400 |
| New Idea (cols.)               | 81  | 16,355 |
| Ladies' World (cols.)          | 57  | 11,530 |
| Modern Priscilla (cols.)       | 66  | 11,304 |
| Pictorial Review (cols.)       | 65  | 10,995 |
| Housekeeper (cols.)            | 50  | 10,050 |
| Harper's Bazar                 | 41  | 9,310  |
| McCall's (cols.)               | 67  | 9,133  |
| American Home Monthly (cols.)  | 12  | 2,520  |

VOLUME OF ADVERTISING IN LEADING  
WEEKLIES FOR MAY

(Exclusive of Publishers' own advertising)

|                            | Cols. | Agate<br>Lines |
|----------------------------|-------|----------------|
| May 1-7:                   |       |                |
| Saturday Evening Post      | 87    | 14,790         |
| Collier's                  | 48    | 9,184          |
| Independent (pages)        | 38    | 8,582          |
| Literary Digest            | 46    | 6,452          |
| Life                       | 45    | 6,429          |
| Vogue                      | 41    | 6,360          |
| Outlook (pages)            | 27    | 6,160          |
| Churchman                  | 34    | 5,495          |
| Associated Sunday Magazine | 28    | 5,272          |
| Leslie's                   | 21    | 4,326          |

|                             |    |       |
|-----------------------------|----|-------|
| Youth's Companion           | 21 | 4,304 |
| Christian Herald            | 24 | 4,080 |
| Illustrated Sunday Magazine | 21 | 3,990 |

## May 8-14:

|                             |     |        |
|-----------------------------|-----|--------|
| Saturday Evening Post       | 161 | 27,557 |
| Collier's                   | 68  | 13,005 |
| Literary Digest             | 65  | 9,208  |
| Outlook (pages)             | 39  | 6,720  |
| Life                        | 39  | 5,479  |
| Associated Sunday Magazine  | 26  | 4,967  |
| Leslie's                    | 22  | 4,554  |
| Churchman                   | 27  | 4,426  |
| Vogue                       | 25  | 3,985  |
| Independent (pages)         | 13  | 3,092  |
| Christian Herald            | 18  | 3,084  |
| Illustrated Sunday Magazine | 14  | 2,769  |
| Youth's Companion           | 6   | 1,200  |

## May 15-21:

|                             |     |        |
|-----------------------------|-----|--------|
| Vogue                       | 170 | 26,296 |
| Saturday Evening Post       | 94  | 15,980 |
| Collier's                   | 69  | 13,169 |
| Literary Digest             | 58  | 8,220  |
| Outlook (pages)             | 29  | 6,678  |
| Life                        | 44  | 6,174  |
| Leslie's                    | 24  | 4,974  |
| Churchman                   | 28  | 4,556  |
| Associated Sunday Magazine  | 23  | 4,400  |
| Illustrated Sunday Magazine | 21  | 4,040  |
| Christian Herald            | 23  | 4,030  |
| Independent (pages)         | 15  | 3,430  |
| Youth's Companion           | 9   | 1,840  |

## May 22-28:

|                            |     |        |
|----------------------------|-----|--------|
| Outlook (pages)            | 131 | 29,144 |
| Saturday Evening Post      | 121 | 20,638 |
| Collier's                  | 45  | 8,669  |
| Literary Digest            | 49  | 6,961  |
| Leslie's                   | 33  | 6,680  |
| Churchman                  | 29  | 4,647  |
| Life                       | 32  | 4,556  |
| Christian Herald           | 24  | 4,119  |
| Youth's Companion          | 18  | 3,750  |
| Vogue                      | 23  | 3,584  |
| Associated Sunday Magazine | 17  | 3,245  |

## SYSTEM

INTERNATIONAL EDITION

Published in England at 34,  
Norfolk St., Strand, London

SYSTEM in England is averaging in each issue more pages of advertising than any other English magazine except the Strand.

Emphasizing the fact that SYSTEM (in England, on the Continent and in the Colonies) reaches a particular class of buying business men just as SYSTEM (in America) reaches so many of these very men that

SYSTEM in America has for three years and five months averaged more pages of advertising carried (Printers' Ink figures) than any other standard monthly magazine without exception.

## SYSTEM

THE MAGAZINE OF BUSINESS

Published in America at  
Chicago and New York

|                                | Cols. | Agate<br>Lines |
|--------------------------------|-------|----------------|
| Independent (pages).....       | 11    | 2,464          |
| Illustrated Sunday Magazine... | 9     | 1,800          |
| <b>May 29, 30 and 31:</b>      |       |                |
| Saturday Evening Post.....     | 87    | 14,790         |
| Collier's.....                 | 46    | 8,998          |
| Literary Digest.....           | 50    | 7,000          |
| Outlook (pages).....           | 28    | 6,272          |
| Associated Sunday Magazines    | 26    | 4,894          |
| Churchman.....                 | 23    | 5,788          |
| Illustrated Sunday Magazine... | 15    | 2,912          |
| <b>Totals for May:</b>         |       |                |
| Saturday Evening Post.....     |       | 93,755         |
| Outlook.....                   |       | 54,974         |
| Collier's.....                 |       | 52,820         |
| *Vogue.....                    |       | 40,206         |
| Literary Digest.....           |       | 37,841         |
| Churchman.....                 |       | 22,912         |
| Associated Sunday Magazine...  |       | 22,778         |
| *Life.....                     |       | 22,638         |
| *Leslie's.....                 |       | 20,534         |
| *Independent.....              |       | 17,568         |
| Illustrated Sunday Magazine... |       | 15,611         |
| *Christian Herald.....         |       | 15,313         |
| *Youth's Companion.....        |       | 11,064         |
| *Four issues.                  |       |                |

### IN THE JUNE MAGAZINES.

While the June magazines show a perfectly normal and customary summer decrease, they, nevertheless, carry totals considerably above last year. *Country Life In America* leads as it did in 1908, but it leads with 5,000 more lines of advertising than last year and 1,000 more than in 1907. *Everybody's* carries 150 pages, as against 125 last year, and 136 in 1907. *McClure's*, with 139 pages, is 28 pages ahead of last year and but 5 pages behind 1907, the high-water mark year. *System* has 12 more pages than last year and 6 more than in 1907. *The Ladies' Home Journal* has about 2,000 lines more than last year or the year before, and the *Delineator* has 4,000 lines more than last year and 3,000 more than the year before. The *Cosmopolitan* has 13 pages more than last year and 11 more than the year before. The *Review of Reviews* has 32 more pages than last year, but 11 less than 1907. *Harper's* has 13 pages more than last year. *Hampton's* has 44 pages more than last year.

The total volume of advertising carried by the main body of monthly magazines for June, 1909, is 826,548 as contrasted with 723,715 in 1908 and 793,734 in 1907.

In addition to this extremely encouraging outlook, there are a number of new accounts appearing in the June magazines. Several new automobiles have made their appearance and several new

boat manufacturing concerns. To take the place of some of the advertising which periodically drops out of the magazines in the summer time, there are a number of railway outdoor and resort ads. An interesting new magazine advertiser is the Richmond Boiler and Radiator, which is represented with some strong copy. Blue Label Ketchup is conducting a page magazine campaign, and the Zon-o-phone Records are advertising in a magazine campaign.

One of the most interesting of all new arrivals in the magazines is John Wanamaker, with his mail-order magazine campaign. It is understood that Mr. Wanamaker is writing the copy himself, and though not all advertising men agree that it is very good copy, the mere fact that he is advertising is interesting.

The Carey Roof Standard is also a rather new arrival, and several new furniture concerns, among them the Cadillac Cabinet Company, and Mayhew furniture, are new arrivals. The Royal Typewriter is using page magazine space and Mettlach Pottery is using half pages. Summer underwear concerns and bicycle and clothing manufacturers are prominent. An Electric Iron and Ruud Gas Heaters are using page space. Kingsford Corn Starch is now using full pages and the Regal Shoes are using double page ads. The Kady Suspender is also a new full-page advertiser and the Farquar and several other new furnaces are being advertised. Mellin's Food is starting a full-page magazine campaign, and Tapestry Brick, the first brick to be advertised, is using space. Armour & Co. have started some interesting pages for Leaf Lard. The Western Electric Company is using some splendid educational copy for electrical contrivances. A new fly screen, the "Continental," is being advertised, and several gas engines have been induced to advertise.

For a summer month of advertising, this showing is most decidedly encouraging, and an appetizing indicator of what may be expected in the fall.



# THE FASTEST GROWING MAGAZINE IN AMERICA

---

Gained 254% in net cash advertising  
for June, 1909, over June, 1908.

Look up PRINTERS' INK Magazine Summary for June last year—Hampton's moved up from 49th to 15th place. Look in the Summary this week—

## SOME GAIN!

### THE REASONS:

Hampton's is the liveliest, brightest magazine today—that's why the June issue was *sold out* and a Second Edition printed five days after publication.

The \$10,000 Newsdealer prize campaign guarantees a circulation increase every month this year.

Advertisers in Hampton's Magazine get results because Hampton's readers are live ones—the kind worth reaching.

Let us tell you of some remarkable results our advertisers have gotten from Hampton's.

*August forms close July 3rd.*

HOWARD P. RUGGLES  
Western Advertising Manager  
1636 Tribune Bldg., Chicago

WILLIAM L. COLT  
Manager Advertising Department  
66 West 35th St., New York

## "HOW FEW THERE ARE!!"

**I**F you want to make an interesting and perhaps profitable experiment, pick up some prominent magazine that carries a large amount of advertising and analyze the ads carefully.

Make a note of the number of those which meet your ideal requirements in illustration, copy and general appearance. Select only those which you think would make the average person stop, read and be influenced by.

You will probably be surprised to find how few there are.

Then figure out what it cost to insert the large number of advertisements which are unattractive, which do not look or read well and which will be pretty sure to be passed over without more than a passing glance by from seventy-five to one hundred per cent of the readers of that magazine.

You will conclude that the waste of money thus represented is something tremendous.

Is your own advertising in this last named class? If it is something ought to be done about it and done quickly.

We can produce for you a series of advertisements that will place your advertising in the class which is sure to be read and to exert the influence you desire.

---

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS  
DAY AND NIGHT ART STAFFS

**THE ETHRIDGE COMPANY**

41 Union Square, New York City

Telephones { 4848 } Stuyvesant  
                  { 4847 }

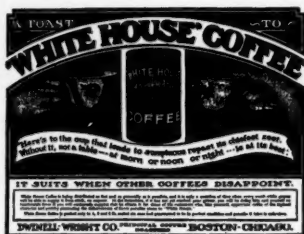
# COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

This White House Coffee half-page magazine advertisement is not attractive. It belongs to a period which was at the height of its popularity about fifteen or twenty years ago—which is a long

ter, though, which requires the exercise of considerable care and good judgment.

Here is an advertisement of Utopia Yarns which leaves a great deal to be desired. The ghostly,



No 1



No 2

way back in the history of good advertising.

It is not simple enough to be strong and not artistic enough to be inviting.

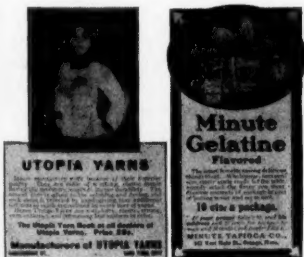
The illustration marked No. 2 is better suited to the purpose and is less complicated and more interesting.

\* \* \*

There is no better way to arouse interest in any article intended to

not to say cadaverous appearance of the figure isn't inspiring, to say the least.

An advertiser who uses the human figure in such a reckless way as this does not deserve to be particularly successful in his advertising. If a man expects the public to take his advertising seriously he must first take it seriously himself.



be worn by women than to show that article in use. This is a mat-

Here is another example of the inconsiderate use of half-tones made from photographs. The idea of illustrating the act of filling

glasses with gelatine is a good one, but the manner of execution in this case is far from happy.

The effect is muddy and smudgy. Food advertising should always be as clean and tempting as possible and that effect cannot be produced by cuts of this nature.

\* \* \*

California sardines may be a most desirable and delightful food but there is nothing in this advertisement to prove it. The picture of the busy fishermen does not help any—neither does the little cut of the cannery on the wharf.

The trade-mark is not so beautiful that it needs to be used twice in one piece of copy. The display is bad and the starring of Professor David Starr Jordan is ill-advised.

There are also a number of other things the matter with this ad but it is hardly worth the space to catalogue them.

The subject is an excellent one—a very striking and interesting advertisement could be made on the subject of sardines and it seems as if it would be well worth while to try to do it.

### COAL ADVERTISING FIELD A FERTILE ONE.

"THE BLACK DIAMOND."

OFFICIAL ORGAN OF THE COAL INDUSTRY.

Editor of PRINTERS' INK:

I note with considerable interest the article entitled "Advertising Steam Coal in the Newspapers," in your issue of April 21st. There is one misstatement in the article, which said that the Pennsylvania Coal & Coke Company was the first concern in the coal trade to utilize daily newspapers in an advertising campaign.

I think the pioneer in this field was Castner, Curran & Bullitt of Philadelphia. This company is a firm believer in publicity and the results obtained from their advertising have been astonishing. The firm of Castner, Curran & Bullitt does not own a single coal mine and must be classed as a jobber. Yet for the last five years this corporation has sold as much coal as was disposed of by the combined selling forces of any six coal mine operators.

Here is an instance where the jobber by judicious advertising was able to make the producer look like the proverbial two spot when it came to selling coal. The local campaign of this company included space in all the principal dailies and was prepared by a

local agency which secured excellent results for its client.

The trouble with the advertising situation, as far as the coal mine operator is concerned, is simply this: The coal mine operator, as a rule, is a practical mining man, pure and simple, and is generally 'way behind the times when it comes to playing the game of modern marketing. He does not understand or appreciate the value of advertising and has little time for the publicity specialist. In my opinion a change is bound to come in the near future, and the mossbacks in the coal trade will suffer for their short sightedness by being gradually wiped off the business map by their more enterprising competitors.

This field should prove a fertile one for the daily men, as local conditions and freight rates would make the cost of a magazine campaign prohibitive with possibly the exception of the anthracite companies who can ship all over the east and as far west as the territory tributary to the Missouri River.

I think I might be termed an old subscriber, as I have been a reader of PRINTERS' INK for the last sixteen years. The marked improvement recently noted in your publication must mean that "The Little Schoolmaster" will be compelled to enlarge his school to take care of the new pupils who wish to worship at his shrine.

A. T. MURPHY,  
Gen'l Manager.

Would a circulation of 75,000 wide awake, progressive, opportunity-seeking people interest you? If so let us send you a sample copy and rate card of

## THE PROGRESS MAGAZINE

We have faith in the pulling qualities of our circulation. We do more than make claims. If you feel curious, send us a sample of your advertising, and we will tell you all about it.

"There are fields that you have not yet tilled."

### Special Representatives

New York—M. S. Peet, 1 Madison Ave., Room 5010.  
Boston—W. J. Sholar, 101 Tremont St., Room 801.  
Kansas City and St. Louis—T. S. Sollers, 300 Reliance Bldg., Kansas City, Mo.

**THE PROGRESS CO.**  
515 RAND McNALLY BLDG.  
CHICAGO, ILL.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Anniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger,** dy. Average for 1908, 19,370. Best advertising medium in Alabama.

**Montgomery, Journal,** dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA


**Phoenix, Republican.** Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## CALIFORNIA


**Sacramento, Union,** daily. The quality medium of interior California.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Kowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for Jan., 1909, sworn, 12,527. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal,** evening. Actual average for 1907, 7,743; average for 1908, 7,736.

**Meriden, Morning Record and Republican.** Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register,** daily. Annual sworn average for 1908, 15,864; Sunday, 12,867.

**New Haven, Leader.** 1907, 8,737. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

**New Haven, Palladium,** dy. Aver. '06, 9,949; 1907, 9,579.

**New Haven, Union.** Average 1908, 16,236; E. Katz, Special Agent, N. Y.

**New London, Day,** ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,738.

**Norwalk, Evening Hour.** Average circulation exceeds 3,460. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, 6,323; Sunday, 6,243.

## DISTRICT OF COLUMBIA

**Washington, Evening Star,** daily and Sunday. Daily average for 1908, 36,742 (© ©).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. Mar., 1909, 12,916. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union.** Ap. dy. 17,584; Sun. 19,740. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

**La Fayette, Messenger.** Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

**Bolvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Chicago, Broadner's Gazette,** weekly. \$2. Average for 1908, 74,242.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,913; for 1908, 4,097.



Chicago *Examiner*, average 1907, Sunday 658,813, Daily 185,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 187,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Joliet, *Herald*, evening and Sunday morning. Average for 1908, 6,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

## INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Metre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 28,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 3,641.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, 9,329. Best in No. Indiana.

## IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. May, 16,834. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1908, 42,931. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, 12,666; Sunday, 14,731.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

## KANSAS

Hutchinson, *News*. Daily 1907, 6,870; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

## KENTUCKY

Harrodsburg, *Democrat*. W. Av. '08, 3,370. Largest and best paper in Central Kentucky.

Lexington, *Herald*. D. av. 1908, 7,194. Sunday, 8,288. Week day, 7,906. Com. rates with *Gazette*.

Lexington, *Leader*. Av. '07, evening 5,390. Sun. 7,102; for '08, eve, 6,448. Sun. 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 43,940.

## MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,438.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 23,727.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, 7,877.

Portland, *Evening Express*. Average for 1908, daily 14,481. Sunday *Telegram*, 10,001.

## MARYLAND

Baltimore, *American*. Daily average for 1908, 74,709; Sunday, 93,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,395. For May, 1909, 82,681.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily, 176,397; Sunday, 319,750. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The *Boston Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



Boston, *Traveler*, Est. 1825. Sworn daily average circulation for April, 1909, 99,582. The *Traveler* is the progressive evening paper of Boston, which is making the largest gains in both circulation and advertising in its field. The character of its circulation and the quality of its readers insure results to advertisers. No questionable medical or financial copy accepted.

**A MARVELOUS MAY**  
The Boston Sunday Post and  
The Boston Daily Post  
MAY, 1909, AVERAGES

BOSTON SUNDAY POST..... 245,475  
BOSTON DAILY POST..... 276,013  
GAIN of 8,759 Copies per Sunday over January,  
1909, average.  
GAIN of 26,374 Copies per week-day over January,  
1909, average.

Circulation Statement of the Boston Daily Post and the  
Boston Sunday Post Day by Day for Month of May, 1909.

|                                 | SUNDAY  | DAILY     |
|---------------------------------|---------|-----------|
| May 1.....                      |         | 270,218   |
| May 2.....                      | 243,351 |           |
| May 3.....                      |         | 271,003   |
| May 4.....                      |         | 270,061   |
| May 5.....                      |         | 272,313   |
| May 6.....                      |         | 272,300   |
| May 7.....                      |         | 273,444   |
| May 8.....                      |         | 274,060   |
| May 9.....                      | 244,155 |           |
| May 10.....                     |         | 274,481   |
| May 11.....                     |         | 272,060   |
| May 12.....                     |         | 272,640   |
| May 13.....                     |         | 274,072   |
| May 14.....                     |         | 274,617   |
| May 15.....                     |         | 275,700   |
| May 16.....                     | 244,453 |           |
| May 17.....                     |         | 276,056   |
| May 18.....                     |         | 275,556   |
| May 19.....                     |         | 276,385   |
| May 20.....                     |         | 275,269   |
| May 21.....                     |         | 276,724   |
| May 22.....                     |         | 277,112   |
| May 23.....                     | 245,548 |           |
| May 24.....                     |         | 279,411   |
| May 25.....                     |         | 278,102   |
| May 26.....                     |         | 278,773   |
| May 27.....                     |         | 277,842   |
| May 28.....                     |         | 278,237   |
| May 29.....                     |         | 279,466   |
| May 30.....                     | 249,869 |           |
| May 31.....                     |         | 293,764   |
| Total, DAILY POST, 26 days..... |         | 7,176,243 |
| Total, SUNDAY POST, 5 days..... |         | 1,227,376 |
| Daily Average.....              |         | 276,013   |
| Sunday Average.....             |         | 245,475   |

**The Way to Grow Is to Grow**

**Human Life.** The Magazine About People.  
Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item.** net average circulation  
for 1908, 3,099.

**Fall River, Globe.** The clean home paper. Best  
paper. Largest circ. Actual daily av. 1908, 7,473.

**Lawrence, Telegram,** evening, 1908 av. 5,949.  
Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. year  
1907, 16,522; 1908, average, 16,396. Two cents.  
Lynn's family paper. Circulation far exceeds  
any Lynn paper in quantity or quality.

**Salem, Evening News.** Actual daily average  
for 1908, 12,233.

**Worcester, Gazette,** eve. Av. 1908, 14,198 dy.  
Largest eve. circ'n. Worcester's "Home" paper.

**Worcester, L'Opinion Publique,** daily (©©).  
Paid average for 1908, 3,898.

**MICHIGAN**

**Detroit, Michigan Farmer.** Read by all  
Michigan farmers. Ask any advertiser. 80,000.

**Jackson, Patriot,** Average Mar., 1909, daily  
10,471, Sunday 11,409. Greatest net circulation

**Saginaw, Courier-Herald,** daily. Only Sunday  
paper; aver. for 1908, 14,330. Exam. by A.A.A.

**Saginaw, Evening News,** daily. Average for  
1908, 19,886; May, 1909, 20,764

**MINNESOTA**

Duluth, *Evening Herald.* Daily average 1907  
23,093. Largest by thousands.

Minneapolis. *Farm, Stock and Home,* semi-  
monthly. Actual average 1905, 87,187; average  
for 1906, 100,268; for 1907, 103,883.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, *Farmers' Tribune,* twice-a-week  
W. J. Murphy, publisher. Aver. for 1908, 28,281

Minneapolis, *Journal,* Daily and Sunday (©©). In 1908 average daily circulation evening only, 71,639. In 1908 average Sunday circulation, 72,419. Daily average circulation for April, 1909, evening only, 72,409. Average Sunday circulation for April, 1909, 73,210. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance.) The *Journal's* circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

Minneapolis, *Svenska Amerikanska Posten.*  
Swan J. Turnblad, publisher, 1908, 83,941.

CIRCULATIN Minneapolis, *Tribune,* W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 63,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.

**MISSISSIPPI**

Biloxi, *Herald,* evening. Average circulation  
for 1908, 1,096. Largest on Mississippi Coast.

**MISSOURI**

Joplin, *Globe,* daily. Average, 1908, 18,548.  
E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press.* Circulation, 1908,  
38,320. Smith & Budd, Eastern Reps.

St. Louis, *National Druggist* (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower,*  
Mo. Actual average for 1908, 104,708.

**NEBRASKA**

Lincoln, *Deutsch-Amerikan Farmer* weekly.  
142,390 for year ending Dec. 31, 1908

Lincoln, *Freie Press,* weekly. Average year  
ending Dec. 31, 1908, 142,440.



## NEW JERSEY

**Camden, Daily Courier.** Actual average for year ending December 31, 1908, 8,870.


**Jersey City, Evening Journal.** Average for 1908, 24,078. Last three months 1908, 23,021.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** Av. 1906, 18,237. Av. 1907, 20,370; last quarter yr. '07, av. 20,409.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1908, 16,930. It's the leading paper.


 **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 52,286.

**Buffalo, Courier,** morn. Av. 1907, Sunday, 91,447, daily, 61,604; **Enquirer,** evening, 34,870.

**Buffalo, Evening News.** Daily average for 1906, 94,473; 1907, 94,943; 1908, 94,933.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1908, 6,132.

**Mount Vernon, Argus,** eve. Daily av. cir. year ending April 30, 1909, 4,817. Only daily here.

 **Newburgh, Daily News,** evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

## NEW YORK CITY

**Army and Navy Journal.** Est. 1863. Weekly average, 3 mos. to March 31, 1909, 10,559.

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©).

**Leslie's Weekly,** 225 Fifth Ave., W. L. Miller, Adv. Mgr. 169,875 guaranteed.

**The People's Home Journal.** 668,416, mo. Good Literature, 444,500 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Dec., 1908, 10,320 Dec., 1908 issue, 10,000.

**The World.** Actual aver. for 1907, Mor., 245,424. Evening, 408,173. Sunday, 483,336.

**Poughkeepsie, Star,** evening. Daily average for first five months 1909, 4,837; May, 8,342.

**Rochester, Daily Abendpost.** Largest German circulation in state outside of New York City.

**Schenectady, Gazette,** daily. A. N. Liecny. Actual Average for 1908, 18,760.

**Syracuse, Evening Herald,** daily. Herald Co., pub. Aver. 1908, daily 24,967; Sunday, 40,891.



**Troy, Record.** Average circulation 1908, 20,408. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor,** mo. Average for 1908, 2,583.

**Utica, Press,** daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 18,374.

## OHIO

**Ashtabula, American Sanomat** Finnish. Actual average for 1907, 11,130.

**Cleveland, Ohio Farmer.** Leads all farm papers in paying advertisers. 100,000.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1908, 78,391; April, 1909, 81,637 daily; Sunday, 104,341.

**Columbus, Midland Druggist.** The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

**Dayton, Journal.** 1907, actual average, 21,217.

**Springfield, Farm and Fireside,** over 1/2 century leading Nat. agricult'l paper. '08, 463,716.

**Springfield, Poultry Success,** monthly av., 1908, 32,833. 2d largest published. Pays advertisers.


**Youngstown, Vindicator.** D'y av. '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N.Y. & Chicago.


## OKLAHOMA

**Muskogee, Times-Democrat.** Average 1907, 6,689; for 1908, 6,689. E. Katz, Agent, N. Y.

**Oklahoma City, The Oklahoman.** 1908 aver., 26,956; April, '09, 31,546. E. Katz, Agent, N. Y.

## OREGON


 **Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1908, 30,307; Feb., for 1909, 31,780 Benjamin & Kentnor Company, Representatives, New York and Chicago.

 **Portland, The Oregonian,** (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Apr. NET PAID circulation, daily, 37,936; Sunday average, 48,039.

## PENNSYLVANIA

**Chester, Times,** ev'g d'y. Average 1908, 7,888 N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

**Erie, Times,** daily. Aver. for 1908, 13,487; Apr., 1909, 19,321. E. Katz, Special Agt., N. Y.

 **Harrisburg, Telegraph.** Sworn average April, 1909, 18,509. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

**Johnstown, Tribune.** Average for March, 1909, 12,225. Only evening paper in Johnstown.

**Philadelphia, The Bulletin**, net paid average for May, 1909, 254,796 copies a day. "The Bulletin goes daily (except Sunday) into nearly every Philadelphia home."

**Philadelphia, The Camera**, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

**Philadelphia, Confectioners' Journal**, mo. Average 1907, 5,814; 1908, 5,517 (©©).



Any paper can get the guarantee star of Printers' Ink—if it pays for it.

Any paper will be included in the Roll of Honor if it will tell the truth about its circulation.

But only a few papers have received the (©©) gold marks of the American Newspaper Directory, indicating that advertisers value these publications more for the quality of their circulation than for the mere numbers of copies printed.

**FARM JOURNAL** of Philadelphia has all these distinguishing marks, and in addition Printers' Ink awarded it the Seventh Sugar Bowl after a canvassing of merits extending over six months as being the best agricultural paper in the United States.

**FARM JOURNAL** is the only paper of 22,000 published in the United States to receive all four of Printers' Ink's distinguishing marks.



**Philadelphia, The Press** (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,549; the Sunday *Press*, 133,986.



**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1908, 18,644. In its 35th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York, Dispatch and Daily**. Average for 1908, 18,471.

#### RHODE ISLAND

**Pawtucket, Evening Times**. Average circulation, 1908, 18,185—sworn.



**Providence, Daily Journal**. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). **Evening Bulletin**, 45,375 average 1908.

**Westerly, Daily Sun**, George H. Utter, publisher. Largest cir. south of Providence.

#### SOUTH CAROLINA

**Charleston, Evening Post**. Actual daily average 1908, 4,888.



**Columbia, State**. Actual average for 1908, daily (©©) 13,416 Sunday, (©©) 14,136.

**Spartanburg, Herald**. Actual daily average circulation for 1908, 2,992.

#### TENNESSEE



**Knoxville, Journal and Tribune**. Week-day av. year ending Dec. 31, 1908, 15,888. Week-day av. November and December, 1908, 16,909.

**Memphis, Commercial Appeal**, daily, Sunday, 1908, average: Daily, 43,766; Sunday, 82,792. Smith & Budd, Representatives, New York and Chicago.

**Nashville, Banner**, daily. Average for year 1908, 31,455; for 1907, 36,206; for 1906, 38,564.

#### TEXAS

**El Paso, Herald**, March aver. 10,002. Only El Paso paper examined by A. A. A.

#### VERMONT

**Barre, Times**, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

**Burlington, Free Press**. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus**, dy., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

**Rutland, Herald**. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

**St. Albans, Messenger**, daily. Average for 1908, 3,132. Examined by A. A. A.

#### VIRGINIA

**Danville, The Bee**. Av. 1908, 3,066; April, 1909, 3,821. Largest circulation. Only evening paper.

#### WASHINGTON



**Seattle, The Seattle Times** (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1908-'09 '08 Times beat its nearest competitor 6,997,466 lines.



**Seattle, Post-Intelligencer** (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,674. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

**Tacoma, Ledger**. Average 1908, daily, 18,732. Sunday, 23,729.

**Tacoma, News**. Average 1907, 16,525; Saturday, 17,510.

#### WEST VIRGINIA

**Fairmont, West Virginian**. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

## WISCONSIN

**Janesville, Gazette.** Daily average, April, 1909, daily, 4,724; semi-weekly, 1,784.

**Madison, State Journal,** daily. Actual average for 1907, 9,086.

**Milwaukee, Evening Wisconsin,** daily. Average 1908, 26,952 (OO). Carries largest amount of advertising of any paper in Milwaukee.



**Milwaukee, The Journal,** eve., ind daily. Daily average for 12 mos., 87,071; for April, 1909, 89,552; daily gain over April, 1908, 2,396. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

**Oshkosh, Northwestern,** daily. Average for April, 1908, 9,348. Examined by A. A. A.

**Racine, Journal,** daily. Average for 1908, 4,390; December, 1908, 4,512.



## THE WISCONSIN AGRICULTURIST

**Racine, Wis., Established, 1877.** Actual weekly average for year ended Dec. 31, 1908, 63,427. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.



## WYOMING

**Cheyenne, Tribune.** Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,480.

## BRITISH COLUMBIA

**Vancouver, Province,** daily. Av. for 1908, 18,922; Apr., 1908, 18,826; Apr. 1909, 17,828; H. DeClerque, U. S. Repr., Chicago and New York.

## MANITOBA, CAN.

**Winnipeg, Free Press,** daily and weekly. Average for 1908, daily, 37,090; daily Apl., 1909, 40,378; weekly 1908, 27,426; Apl. 1909, 29,449.

**Winnipeg, Der Nordwestern,** Canada's German news'r. Av. 1908, 17,648. Rates 56c. in.

**Winnipeg, Telegram,** dy. av. for 5 mos. to Apl. 30, '09, 26,445. Weekly, same period, 29,810.

## QUEBEC, CAN.

**Montreal, La Presse.** Actual average, 1908, daily 99,339, weekly 46,935.



**Montreal, The Daily Star and The Family Herald and Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1908, 66,595 copies daily; the *Weekly Star*, 129,555 copies each issue.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

## COLORADO

**WANT** advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

**THE Denver Post** prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington. D. C. (OO), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

**THE Champaign News** is the leading Want ad. medium of Central Eastern Illinois.

**THE Chicago Examiner** with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

## THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

## RATE

All Classifications One Cent Per Word.  
Only Sunday Paper in Indianapolis.

## MAINE

**THE Evening Express** carries more Want Ads than all other Portland dailies combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1906, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in April, 1909, amounted to 228,382 lines; the number of individual ads published were 30,528. Eight cents per agate line charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATING** THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-paper Di'tory Daily or Sunday.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1906, 10,629 daily; 14,206 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

## (GOLD MARK) Gold Mark Papers (GOLD MARK)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 123 are distinguished from all the others by the so-called gold marks (GOLD MARK).

## ALABAMA

The Mobile *Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1906, 36,762 (GOLD MARK).

## GEORGIA

Atlanta *Constitution* (GOLD MARK). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*Grain Dealers Journal* (GOLD MARK), Chicago, the grain trade's accepted medium for "Want" ads.

*The Inland Printer*, Chicago (GOLD MARK). Actual average circulation for 1906, 15,000.

**KENTUCKY**

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

**MAINE**

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

**MASSACHUSETTS**

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

**MINNESOTA**

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**THE NORTHWESTERN MILLER**

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

**NEW YORK**

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Engineering News* (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than any other New York morning newspaper except one.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

**OREGON**

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1906, 85,349; The Sunday *Press*, 133,984.

## THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

**VIRGINIA**

Norfolk *Landmark* (☉☉). Oldest and most influential paper in tidewater.

**WASHINGTON**

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

**WISCONSIN**

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

**CANADA**

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), brought 57 replies to 40 and 20 of two next highest papers.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,**  
Omaha, Neb. Newspapers and Magazines.

**H. W. KASTOR & SONS ADVERTISING**  
CO., Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 25 Broad St., N.Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertising  
of all kinds placed in every part of the world.

### ADVERTISING MEDIA

**THE Ladies' Home Journal,** is the greatest  
advertising medium in the world.

**THE Saturday Evening Post** covers every State  
and Territory.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for  
20 years the coal trades' leading  
journal. Write for rates.

**THE** circulation of the New York *World*,  
morning edition, exceeds that of any other  
morning newspaper in America by more than  
150,000 copies per day.

**THE** weekly Kansas City *Journal* carries more  
advertising than any other similar newspaper  
in the world. Covers the world's richest territory.  
Combination rate, Sunday and Weekly,  
48c. a line.

**WE CONTROL FORTY INCHES ADVERTISING**  
space in the Carolina Readyprints,  
seventeen weekly papers which reach the farmers.  
To those interested we can make good  
rates. **SIMS ADVERTISING AGENCY,**  
Orangeburg, S. C.

### AD WRITERS

**YOU'LL SOON GET BUSIER** if I correct ads  
you write. **W. D. KEMPTON,** Glen  
Building, Cincinnati, Ohio.

### Advertising Team Ad Writer and Artist

Offer their services in spare time to any  
one in need of A-1 work and not willing to  
carry high-priced men on their payroll.  
Ad writing, booklets, catalogues, commercial  
art work of all kinds, supervision of  
press work, etc. Address "ORIGINAL-  
TORS," care Printers' Ink.

### BUSINESS CHANCES

**\$1,500, will buy established  
distributing agency**

\$5,000, business yearly; profit, \$2,000. Handles  
practically all the distributing in its field.  
Address "DISTRIBUTOR," care Printers' Ink.

**GOT ANYTHING TO SELL?** ADVERTISING  
in the classified columns of *FARM*  
*LIFE* magazine and reach 750,000 farm folks in  
the rich central west, 30c. per line, cash with  
order. Minimum ad five lines. Maximum ad  
twenty lines. Forms close 25th of month preceding  
date of issue. Address "FARM LIFE," 1322  
Wabash Ave., Chicago, Ill., Desk E.

### COIN CARRIERS

**GET THE CASH**

**THE LEONARD** with the subscription order.  
Also used with Want ad  
dept **1,000 any Printing,**  
**\$3.25; 5,000 any Printing,**  
**\$10.00. Samples free. DETROIT COIN WRAPPER**  
CO., 4 John R. Street, Detroit, Mich.

### ENGRAVING

**HALFTONES** for the newspaper or the better  
class of printed matter. **THE STANDARD**  
**ENG. CO.,** 560 7th Ave., New York.

**PERFECT** copper half-tones, 1 col. \$1; larger  
10c. per in. **THE YOUNGSTOWN ARC**  
**ENGRAVING CO.,** Youngstown, Ohio.

**KITAB ENGRAVING CO. (Inc.),** 401 Lafayette  
St., New York, makers of half-tone,  
color, line plates. Prompt and careful service.  
Illustrating. **TELEPHONE: 1664 SPRING.**

## ELECTROTYPES

### Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

**RAPID** ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

## FINANCIAL BOOKS

### "ART OF FINANCIERING,"

Showing how business men may raise capital for business projects without recourse to brokers or promoters.

Valuable Booklet Free.

BUSINESS AND FINANCE PUB. CO.,  
119 Nassau St., New York.

## FOR SALE

**FOR SALE OR EXCHANGE**—One 13x19 Army Press, in fine condition, good as new. Will do excellent work. Price \$20.00. Will exchange for typewriter. Address S. A. CLARK, Kimbolton, Ohio.

## HELP WANTED

**FREE REGISTRATION** is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**WE** have an opening for an experienced solicitor with some knowledge of copy making and acquaintance with large agency work. Will be given an opportunity to expand. Apply by letter, giving experience, age and salary expected. MILLER ADVERTISING AGENCY, Toledo, Ohio.

**PUBLICATION MANAGER**—Other interests require that New York published established trade journal business secure services party capable taking full charge office as Manager. Thorough experience publication office, absolutely essential. Highest references required as to integrity and ability. Write full particulars, including salary requirements. Address "TRADE PUBLISHER," care Lord & Thomas, 250 Fifth Ave., New York.

**AN** active young man, good habits, good education and good past, who has had first class business training in the newspaper publishing business. Must be able to originate new and successful subscription campaigns, to write interesting and convincing letters, and also qualified to direct the handling of details. To the right party a splendid opportunity with one of the largest trade papers in America. Give age, references, state experience fully and salary desired. "Z," care Printers' Ink.

## MISCELLANEOUS WANTS

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**DO YOU WANT ENGLISH REPRESENTATION?** I am an American residing in London. Have had charge of the successful exploitation of two different brands of goods in Great Britain. Am open for new proposition June 1st. Salary or commission, or both. Am an A1 Salesman and Sales Manager, and expert advertising man, and can furnish best of American and English references. Address E. S. HULL, 12 The Avenue, Muswell Hill, London, England, or further information can be obtained by addressing F. G. Elder, 19 Fifth Avenue, New York.

## MULTI-TYPEWRITING

### Fac-simile Typewritten

"form" letters printed and written. Also copy for business literature of every description. Very reasonable prices. Write LA FRANCE CO., Bridgeport, Conn.

## PATENTS

### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

## POSITIONS WANTED

**TRAINED Managing Editor**, good executive, wants position. Would consider offer to go with trade paper. Small or large city. "F," care Printers' Ink.

**BUSINESS OR ADVERTISING MANAGER**. One who can sell space and build circulation. Reliable, good executive ability and a producer. Now employed. Good reason for seeking change. Address "PRODUCER," care Printers' Ink.

**ADVERTISING MAN**.—Now located with New England manufactory, giving entire satisfaction, desires to make change. Clean record, thoroughly competent, highest references. Further particulars and all questions answered upon request. Address "PROOF," care Printers' Ink.

**Editor—Proofreader**.—Educated, experienced printer seeks position to prepare copy, read proofs, make up pages and attend all details of publication, newspapers, books advertising periodicals. Address "Q," care Printers' Ink.

### Ad Expert

Capable advertising manager—organizer of successful campaigns—desires position where convincing, argumentative, reason-why copy, strong individuality and original, business pulling methods, will command a fair price. Newspaper, magazines and billboard advertising, talks for salesman, follow-up systems, etc. Special positions obtained at lowest rates. Spare-time work undertaken. "R. P.," 15 Christopher Street, New York City.



**A Man of 32 who has success-** fully filled difficult, responsible positions, wants to change. Now Advertising and Sales Manager, large machinery factory—and daily increasing sales. Native ability is supplemented by extensive domestic and foreign travel. With him the success habit has become fixed. Fair salary and assured future essentials. While preferring mail order work, will be glad to consider any desirable proposition. Address "MICHIGAN," care of Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN Press Clipping Bureau,** Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

## PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS,** drawer 98, Cuba, N. Y.

**Printing—Low summer rates—** CIRCULARS, BOOKLETS, STATIONERY, FAC-SIMILE LETTERS, thorough work—prompt delivery. Estimates by return mail. **LA FRANCE CO.,** Bridgeport, Conn.

**GENERAL PRINTING,** catalogue and booklet work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS,** 419 Lafayette St., New York.

The April 30th issue of the *Brockton Enterprise* was a Merchants' Week edition, and carried 103 columns of display and 7 of classified advertising—an exceptional showing for a city of such size.

A writer to the *Philadelphia Press* recently asked the pertinent question whether the combination of newspaper proprietors in Philadelphia to raise the rate of advertising was as indictable an offense as the formation of the ice trust. The *Press* comments that ice is a necessity of life.

James Alexander, who severed his connection with *Everybody's* magazine last year to go with the *Boston Herald*, has been placed in charge of the book page in addition to handling the agency business. The *Herald* is making a strong bid for publishers' advertising and Mr. Alexander is meeting with marked success with the publishing houses.

## PUBLISHING BUSINESS OPPORTUNITIES

## Controlling Interest

can be bought in an important

## ENGINEERING WEEKLY

which now does a gross business of about \$80,000 and has about 8,000 subscribers. It now pays good dividends after paying adequate salaries.

## ENHANCEMENT POSSIBLE

to publisher who thoroughly understands building up a technical paper.

\$100,000 necessary.

Terms to right parties.

## HARRIS-DIBBLE COMPANY

Brokers in Publishing Property  
253 BROADWAY NEW YORK

## TRADE-MARKS

**TRADE-MARKS** registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. **BEELER & ROBB,** Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

The *Cavalier* has secured the American serial rights to "The Undesirable Governess," the only novel left unpublished by the late F. Marion Crawford. The story will begin in the July issue, and will run into the autumn. In view of the widespread interest in the celebrated novelist, an extra edition of 50,000 copies has been printed, making the total edition for the *July Cavalier* 150,000.

The vacation number of the *Independent* for June 3d is an unusual issue, from the effective cover to the generously filled advertising pages. A group of very odd and familiar vacation pictures at close range are printed in tint; 118 pages of advertising are carried, making the *Independent* quite a heavy magazine size.

At the annual meeting of the Topeka, Kan., Advertising Club, held Tuesday evening, May 4, E. W. Rankin, manager of *Kansas Farmer*, was elected president.

## Business Going Out

The Hilton Advertising Company has secured an appropriation from the city of South Haven, Mich. The money will be spent in Southern dailies to advertise South Haven as a summer resort.

The Miller Advertising Agency, Toledo, has inaugurated a campaign for a razor sharpener, made by the Never-Fail Company, of Toledo. Magazines will be used during the first few months.

Lord & Thomas, New York, are sending out orders for 42 lines, 25 times, for the Robert Burns Cigar, made by the United Cigar Manufacturing Company.

The newspaper advertising of the Canadian Pacific Railroad is now being handled by the J. Walter Thompson Company, of New York.

The Frank Presbrey Company, New York, is sending out resort advertising for the Delaware & Hudson Company to newspapers through the country.

C. E. Sherin, New York, is placing orders with Western papers, amounting to 2,340 lines, to be used for Knox Hats.

W. L. Douglas, the shoe manufacturer of Brockton, Mass., is sending out orders direct to Southern papers for 10,000 lines.

Farm papers are receiving 210-line copy for the J. G. Miller Stock Foods and Remedies from the Miller Advertising Agency, of Toledo.

The United Liquor Stores, Cincinnati, are sending out contracts for 14,000 lines direct to Southern papers.

The MacManus-Kelley Company, Toledo, has closed a contract with the Keenoh Company, Detroit, Mich., manufacturers of the Automatic Razor Strop, and will take up an extensive campaign in magazines and newspapers of general circulation throughout the country.

The J. Walter Thompson Company, New York, is sending out new copy for the Frank C. Clark Tours to the same list of papers that received the first copy.

The Maxwell-Briscoe Motor Company is sending out orders for 60 lines, 7 times, to a list of newspapers throughout the country through Frank Seaman, Inc., New York.

Albert Frank & Co., New York, are placing copy with newspapers in large cities east of the Mississippi for the Mortgage & Bond Company of America.

A selected list of farm publications is now receiving display copy from the Miller Advertising Agency, of Toledo, for the Ohio Cultivator Company, of Bellevue, O.

Hill & Stocking, Pittsburg, are using 251 inches in the East for the Standard Mutual Life Insurance Company, also of Pittsburg.

The New York & Kentucky Company is using 10,000 lines in the West, through C. E. Sherin, of New York.

The Diamond Power Specialty Company, Detroit, Mich., is sending out orders for small copy to a number of general magazines, through the MacManus-Kelley Company, of Toledo.

The Globe Soap Company, Cincinnati, O., is using 15,000 lines in the Southwest through J. W. Thompson, New York.

The Amsterdam Agency, New York, is using 20 lines, 30 times, in Eastern papers for the O-te-sa-ga Hotel, Cooperstown, N. Y.

The E. V. Neal Enterprises are using 5,000 lines in the West, and 10,000 lines in the South, through Lord & Thomas, of New York.

Albert Frank & Co., New York, are placing copy with large metropolitan newspapers advertising the bond issue of the National Railroads of Mexico.

The J. Walter Thompson Company, New York, is placing some hotel advertising for the Richelieu & Ontario Navigation Company, of Montreal, Que.

### BOSTON ITEMS.

The advertising of the Varnes Medicine Company, Lynn, Mass., is now being handled by Mr. Colton, of Wood, Putnam & Wood. Heretofore this business has been placed direct in a few New England cities. The goods are to be pushed in a larger territory and many more newspapers will be used.

Dr. R. E. Sproule is placing contracts with large mail order publications that have brought results in the past. Some agricultural mediums are also being used by this advertiser.

The Emerson-Howe Company, Dorchester, Mass., is advertising its remedy, "Nerves," in New York and Boston dailies. Contracts are placed by H. E. Ayres & Co.

Bronner & Co., mail order liquor dealers, have just consummated a deal whereby they take over the business of the Cushing Process Company. Both of these firms have been large advertisers in the past and Bronner & Co. will continue the advertising policy, using larger space than before.

The Lovett-Chandler Company is now handling the advertising of R. J. Burton & Co. Considerable space is being used, largely in local papers, in an attempt to affect the market price of Southwestern Development, a Curb stock. This agency is sending out orders to a large list of newspapers for the advertising of the Antimetes Company, selling a new drink cure.

H. E. Ayres & Co. have made up a newspaper list covering New Hampshire and Vermont for S. F. Petts & Co., mail order liquor dealers.

Owing to the greatly increased demand for the products of the Pacific Mills, due to the extensive advertising done, no more copy will be placed for the present. As soon as the mills can accommodate the increased business an extensive campaign will be inaugurated. The business is handled by the F. P. Shumway Company.

The advertising of the Ames Premium Company, Lynn, Mass., is being placed in mail order publications by C. E. Bellatty, of the H. B. Humphrey Company.

E. F. Gould, manager of the New England office of the Frank Presbrey Company, is placing the advertising of *Recreation* magazine in New England dailies.

The Walton Advertising and Printing Company is sending renewal contracts to special publications for the advertising of E. Haberstroh & Sons, interior decorators.

The H. B. Humphrey Company is handling all of the appropriation of Holihan Bros., Lawrence, Mass. Large copy is used in Boston and adjacent cities advertising liquors by mail.

The Cowen Agency, John Hancock Bldg., is placing a few contracts in general mediums for the American Supplies Company, dealers in office supplies of all kinds.

A few general magazines are being used by Geo. H. Cooper, Pittsfield, Mass., well known as the author of "Cooperosities." The contracts are placed by Wood, Putnam & Wood.

Extensive plans are being made by the Entertainment Committee of the Pilgrim Publicity Association for a Field Day June 23rd. The plans include a ball game between the solicitors and agents, a tennis tournament, shore dinner, dance and entertainment in the evening.

## ST. LOUIS-KANSAS CITY NOTES.

The Gardner Advertising Company, St. Louis, is conducting a general publicity campaign in daily newspapers in Denver, Seattle, Portland and Northwest cities for the Erlich Mfg. Company, New York, advertising Carmelo Cigars. Large space is being used. Five-thousand line contracts are being taken out.

The Horn-Baker Advertising Company, Kansas City, is sending out orders to a selected list of farm papers in the West and Northwest for the Kansas City Veterinary College, same city, to run during the summer months. Fourteen-line display copy is being used. A list of daily newspapers will be made up later.

The D'Arcy Advertising Company, St. Louis, is sending out copy and orders to daily newspapers in Texas, Arkansas, Louisiana and Missouri, for the Rhuma Sulphur Company, same city, to begin with June issues.

The National Perforating Machine Company, Kansas City, is conducting an experimental campaign in farm papers published in the West and Southwest advertising Western Star Tool Sharpeners on the mail order plan. Orders and copy for ninety lines display are going out through the L. Roy Curtiss Advertising Company, Kansas City, who are conducting the campaign.

California Cider Company, St. Louis, is using the classified columns of a list of 135 daily newspapers advertising for agents. The advertising is being placed by the Classified Ad Company, Security Bldg., St. Louis.

Horn-Baker Advertising Company, Kansas City, is using a list of daily newspapers in the South and West for the Board of Land Commissioners, same city.

The Gardner Advertising Company, St. Louis, is sending out orders to a small list of magazines for the Kentucky Military Institute, Lyndon, Ky. Two-inch display copy is being used.

The Gardner Advertising Company, St. Louis, is making renewal contracts with daily newspapers in the Southwest for the Frisco System.

The Western Advertising Company, St. Louis, is conducting a campaign in St. Louis street cars for the St. Louis Dairy Company, advertising "Fer-Mil-Lac."

The Thomas Cusack Company, St. Louis, has just inaugurated a big outdoor campaign in St. Louis for Lion Collars. A twelve months' campaign covering painted bulletin displays begins in June.

The Thomas Cusack Company, St. Louis, is executing an order for outdoor painted bulletin boards in St. Louis and East St. Louis for "La Preferencia" Cigars.

Sam Lieberman, for several years a member of the *Kansas City Journal's* staff, but who has not been connected with the paper for several months past, has rejoined the *Journal's* force.

The Gillette Safety Razor Company has started an extensive campaign of street railway advertising in St. Louis. Space in every car in the city is being used. Their copy is very strong, and is in many varied designs and colors.

The Western Advertising Company has received an order from the Royal Glue Company, of Washington, D. C., for a large run of street car advertising. A very aggressive campaign of publicity and follow-up has been inaugurated.

The National Starch Company is running a very striking series of cards in all the St. Louis cars, advertising "Kingsford's Corn Starch." Street cars are used exclusively.

Both the "Clysmic Water" and Morris & Co.'s "Supreme" hams are being extensively advertised in St. Louis cars. They are attracting no end of favorable comment. Both are new advertisers in St. Louis.

#### CHICAGO NOTES.

Seven thousand lines in sixteen months is the space to be used in Western papers by Chas. H. Fuller, of Chicago, for the Bin-ter Lab. Company.

Pacific Coast newspapers are receiving contracts from Lord & Thomas, Chicago, for 5,000 lines for the Wabash & Union Pacific Railroad.

Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, is about to place orders with an extensive list of magazines and mail-order papers for the August advertising of the Hartman Furniture & Carpet Company. The lists for August and September have been largely increased.

Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, will shortly renew contracts with a large list of papers for the advertising of E. C. DeWitt & Co. for Kodol.

Ben Leven-Nichols Advertising Company, Chicago, is now making up the fall lists for the Regal Silk Garment Company, same city. A large list of women's magazines will be used.

Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, has secured the advertising appropriation of the American Family Remedy Company, Aurora, Ill. They will shortly inaugurate an extensive campaign for them, advertising Greene's Little Laxative Beans.

Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, completed a large list for the fall advertising of the Chicago Mail Order Company, same city.

#### IMITATING ADVERTISING PHRASES.

THE UNITED STATES PRINTING COMPANY.

BROOKLYN, N. Y., May 28, 1909.

EDITOR OF PRINTERS' INK:..

In the light of the old saw, "Imitation is the sincerest flattery," ought we not to feel flattered when we read the enclosed ad of The Richards Pure Soap Company, Ltd., Woodstock, Ont.?

In our advertising we sought to adopt an original phrase, "Labels that sell goods." Our contemporaries, The Henderson Lithographing Company, we imagine, endeavored to do the same thing in its phrase, "We cannot make soap, but we can make soap sell." Both of these ads, ours and Henderson's, appeared in the *Soap Gazette & Perfumer*, and the phrases seemed to please the Richards people so well that they evidently decided to adopt both of them with slight modifications.

This is submitted merely as an interesting feature of current advertising.

H. A. DICKIE,  
General Sales Manager.

#### CLEANING UP THE FARM PAPERS.

KANSAS FARMER.

TOPEKA, KAN., March 23, 1909.

Editor of PRINTERS' INK:

In a recent advertisement in PRINTERS' INK it was claimed for five papers that were named that they are the only farm papers in the country which carry no medical advertising. I read this statement with a good deal of surprise. It is quite true that the number of farm papers carrying no medical business is not large, but there are several of them in this class and most of these papers have been quite aggressive in proclaiming their policy in this regard.

*Kansas Farmer* carries no medical business, and has not carried any under the present management. The following sentences are quoted from a recent circular sent to advertisers by *Kansas Farmer*:

"Isn't it about time, after all, that publishers of farm publications stop talking about farm papers as clean family papers and make them really so? Is there any apparent reason why the farm papers should not be as clean in their advertising columns as the illustrated magazines?"

E. W. RANKIN.

Progress is making a steady advertising advance. Its May issue carried 18½ pages of advertising.

Sinclair & Valentine Co., the well-known printing ink manufacturers, New York, have promoted Cliff R. Hunn to the position of sales manager of the Western territory with headquarters at Chicago, of which branch he will have charge.

## AMERICAN HOME MONTHLY

HENRY RIDDER, *Publisher*

5 BARCLAY STREET, N. Y.

The editorial policy of the American Home Monthly aims to provide interesting and instructive articles, unusually clever stories, practical departments and such other reading matter as will appeal to the women of the numerous middle class.

Advertising costs 40 cents a line flat for 100,000 copies guaranteed every month.

August advertising forms close on the fifth of July.

*Charles H. Ridder*  
*Advertising Manager*

IN Buffalo ONE-THIRD of the population is German. Use the

## Buffalo Demokrat

It has the largest German circulation in the State outside of Greater New York. Established in 1837, it is one of the oldest German dailies in the country. It is delivered direct to the homes, therefore no waste circulation

**BUFFALO DEMOKRAT**  
F. C. B. HELD, *Publisher*

## The Man Looking for the Position The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

## Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

Won't  Fray

SOILED fingers, rough usage or ordinary wear won't fray nor injure the celluloid tip—makes index guide cards outlast two of ordinary kind.

### CELLULOID TIP GUIDE CARDS

have a one-piece celluloid tip folding over top of card—where the wear comes. Will not crack, fray nor curl up. Tip doesn't show wear and prolongs life of card.

Ask your dealer for one piece tip or write direct for samples.

STANDARD INDEX CARD CO.,  
701-709 Arch Street, Philadelphia, Pa.

"A Daily Newspaper for The Home"

## The Christian Science Monitor

OF BOSTON, MASS.  
Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

THE LEADING THEATRICAL WEEKLY

# VARIETY

The only theatrical paper reaching the desirable class of readers.  
Publication Office  
1536 BROADWAY, NEW YORK CITY

If you have a genuine article of merit at a reasonable price, our citizens will buy it through the **Washington (Pa.) Record**. A clean-cut, well-edited sheet with classy readers in a wealthy, industrious community. Rates and copy on request.

# Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast  
"THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

Write for contract rates

W. BARRAN LEWIS  
PUBLISHER  
Corpus Christi Texas

## Act Now

if you want to get a

### Three Months Lead

on all competition. Orders for the October 1st edition of the unique memo salesman—our

### Broken Year Calendar

—must be in at once.

Think what it means to make your advertisement so valuable to your prospect that no money could buy it back from him! Here it is, this handy, helpful memo desk calendar which carries so many memos forward between October 1st and January 1st (the period when your prospect cannot buy a 1910 calendar for any money). In two

colors on good paper, at half the price of one color; has double memo space, cuts cost, weight and mailing expense in half, tactfully brings your proposition before your prospect each day in the new light that pulls orders.

You want orders—our free booklet "Orders" tells how to get them. A sample calendar (which cost us 25c) sent to any prospect requesting it on his business letterhead.



ADVERTISERS' PRESS, Inc.  
525 Cherry Street, Philadelphia



Silverware  
for Premiums

Attractive  
Display  
Set

Will Bring You  
Re-orders

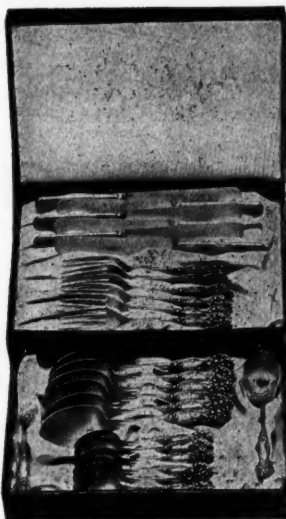
*Wear Guaranteed*

Write us for other  
Attractive Sets

Special Factory Prices

INTERNATIONAL  
SILVER CO., Fac. C.

BRIDGEPORT, CONN., U. S. A.



26 Piece Set. Frame Case

# Remington



**T**HE name which  
distinguishes the  
**BEST** Typewriter—the  
name which *means*  
Typewriter.

The name which  
stands for the latest  
and greatest develop-  
ment in writing ma-  
chines.

SEE THE NEW MODELS 10 and 11

**Remington Typewriter Company**  
(Incorporated)

**New York and Everywhere**





## Why They Buy

Women buy in retail stores as the result of reading Butterick Magazines.

Merchants know this and are accordingly influenced by Advertising in Butterick Magazines.

Through their own sales of goods told about and advertised in Butterick Magazines merchants have been taught the value to themselves of the Advertising in Butterick Magazines.

This is why these merchants are anxious to handle goods advertised in Butterick Magazines.

There are now over 17,000 such merchants.

*Merchants read Butterick Magazine Advertisements.*

*W. H. Black*

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

## Ask Our Advertisers